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ABSTRACT

An impact study/needs assessment of the Patrick Henry Community College (PHCC) service area was conducted as the informational base for PHCC's 3-year plan. Five groups were surveyed to gather demographic data and information on educational needs: 295 randomly selected citizens, 71 selected employers, 14 selected social service agency leaders, 40 educators, and 140 students from selected classes. The study revealed: (1) all five groups gave PHCC high marks in achieving its mission and serving the community; (2) citizens saw PHCC more as a college preparing students for jobs than for transfer to a 4-year institution; (3) 26% of the citizens epxressed an interest in taking a course at PHCC; (4) social service agency leaders saw PHCC as fulfilling the functions of a comprehensive community college and felt it should expand evening and off-campus offerings; (5) employers gave high ratings to PHCC graduates' job performance, and almost half indicated that there were no specific kinds of training that PHCC could offer to benefit current employees; (6) 68% of the educators rated PHCC's occupational training program as good or excellent; and (7) in general, occupational students rated all specified educational outcomes more highly than did transfer students. The report includes study recommendations, the survey instruments, and summary and detailed analyses for each respondent group. Appendices provide data tables and an explanation of study methodology. (HB)

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PATRICK HENRY COMMUNITY COLLEGE

COMMUNITY NEEDS ASSESSMENT

COMPREHENSIVE REPORT

Dr. Roberta Lee Needham
Principal Investigator
University of North Carolina
at Greensboro
Assisting Institution
under Title III of the
Higher Education Act of 1965
as amended

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JC 820 399

July 1982

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Purpose: to conduct an Impact Study/Needs Assessment of the Patrick Henry Community College service region; to gather data on educational needs that will be part of the information base for generating the PHCC Three-year Plan.

Design

For the study, the community that PHCC serves was divided into five strata, each of which was surveyed in a method appropriate for it:

Strata 1—randomly selected Citizens, who were interviewed by telephone. (N=295: Henry Co., 125; Franklin Co., 15; Patrick Co., 73; Martinsville, 82)

Strata 2—selected Employers, who were interviewed by telephone, after receiving a copy of the questionnaire in the mail. (N=71)

Strata 3—selected Social Service Agency Leaders, who were interviewed in small groups. (N=14)

Strata 4—Educators (principals and counselors of feeder schools), who were interviewed by telephone. (N=40)

Strata 5—Students in selected classes, who completed questionnaires during class. (N=140: 78 in O-T classes and 62 in Transfer classes at PHCC)

Several items were identical for all five groups, thus allowing valuable comparisons of responses by these groups of PHCC constituents.

Some data were tabulated manually, but most were processed through the PHCC computer, which is a part of the VCCS computer network. The Statistical Package for the Social Sciences was used for data manipulations.

Please see Appendix B for a more detailed description of the research design and procedures.

Three of the five groups surveyed provided demographic information that forms a helpful backdrop for reviewing the responses.

Age

The largest percentage both of Educators and Citizens was 35-49 years old, while most Students were in the 18-24 age group.

Sex

There were more female than male respondents in each of the three groups: seventy percent of the Citizens, 52% of the Educators and 50% of the student participants were women.

Highest level of education completed

The highest percentage of Citizen and Student respondents had completed high school or earned the GED. The Students, however, had larger percentages of respondents than the Citizens who had completed education beyond high school.

Employemnt Status

Roughly one third of the Students were employed full-time, one third employed part-time, and one third unemployed or on a reduced work schedule. The Citizen group had 52% employed full-time, seven percent unemployed or on reduced work schedules, twelve percent retired and 20% homemakers.

Household Income in 1981

Among the Citizens surveyed, household income in 1981 fell into three relatively similar sized groups: less than $10,000 (20%); $10,000 to $14,999 (17%); and $25,000 to $29,999 (17%).
The majority of the Educators indicated household incomes in 1981 of $30,000 or more.
The two Student categories which received the largest responses were less than $10,000 (27%) and $10,000 to $14,999 (21%).

Summary of Major Findings
See Appendix A for supporting
tables of cross-group analyses

The image of the College was positive among the respondents. All five groups surveyed--Citizens, Employers, Social Service Agency Leaders, Educators and Students--gave PHCC high marks in achieving its mission and serving the community and its people.

On satisfaction with services, Students attending PHCC and Educators rated the College highest, while Employers and Citizens rated it lower. This may reflect the more personal involvement of Students and Educators in the service to students. It may also be related to the low profile PHCC has had with service to Employers. Citizen responses varied by location within the College service area similar to the pattern of services by the College to the areas of the district.

Four of the five groups were asked how well the College is achieving its mission. Their responses were positive, with Educators and Students giving PHCC the highest ratings.

Citizens, Educators and Employers were asked whether or not they knew of a variety of PHCC services before the survey. The Educators were the most acquainted with College services, Citizens the least. The Citizen response varied considerably with location, with those farthest away from the campus knowing the least. The cooperative education and job placement services were least well known by all groups.

Citizens, Educators and Students rated PHCC's effectiveness in promoting several learning outcomes, such as "motivating students to learn," "preparing students for jobs" and "helping students to cope with their daily lives." On each item, Educators rated PHCC highest, followed by Students then by Citizens. Being somewhat removed from the learning experience at PHCC, Citizens and Educators are observers, so to speak. It would be beneficial to PHCC, but unrealistic, if the Citizens' perceptions could be as positive as the Educators'; but it may be feasible to aim to improve student perceptions to the level of the Educators.

All groups except the Social Service Agency Leaders were asked how they received information about PHCC. Each of the communications channels used by the College was reaching some people. This finding is parallel to those of similar surveys by community colleges nationwide. It is difficult therefore to conclude that any method was totally ineffective.

Citizens surveyed saw PHCC more as a college preparing students for jobs than for transferring to a four-year college.

Citizens in Patrick and Franklin Counties strongly supported the expansion of off-campus classes, while citizens in Henry County and Martinsville opposed such an expansion, but not strongly.

Summary of Findings

Twenty-two percent of the respondents had enrolled in a course at PHCC at some time within the last five years.

Twenty-six percent of the Citizens surveyed expressed an interest in taking a course at PHCC. Highest interest was in Henry County and Martinsville. The kinds of courses people would like to take varied by location within the service area.

Citizens expressing the most interest in taking a course at PHCC were from 25-49 years of age, female (65%), white (85%) and employed full-time (59%). Interested potential learners came from households that had an income of $15,000 to $20,000, first, and second from those with $30,000 plus during 1981.

Retired people and those 65 and over have participated little in PHCC courses and showed low interest in future enrollment.

Social Service Agency Leaders were positive about the College. Specifically, they mentioned the functions of providing access to postsecondary education, maintaining low tuition, providing a good learning environment and offering a varied curriculum.

In their responses, Social Service Agency Leaders reinforced some of the themes from the Planning Breakfast for Community Leaders: PHCC was seen as fulfilling the functions of a comprehensive community college; PHCC can do a more effective job of informing the public of College services; PHCC should continue and perhaps expand evening and off-campus course offerings; and PHCC can seriously consider expanding employee training offerings.

Area Employers were aware of PHCC's major services, but not so well aware of those services from which they stand to benefit the most (cooperative education, off-campus courses, and programs designed for new and expanding businesses and industry).

Employers rated PHCC students and graduates high in their job performance.

Slightly over half of the area employers surveyed were not currently providing incentives and job-related rewards for employees who furthered their education.

Almost half the Employers indicated that there were no specific kinds of training that PHCC could offer that would benefit their current employees.

Educators surveyed had a good knowledge of PHCC services and programs, with some exceptions, which included student employment/work study, cooperative education, job placement services and the Associate of Applied Science Degree.

The college transfer program at PHCC enjoyed a good reputation among the Educators surveyed.

Summary of Findings

While 68% of the Educators rated the O-T program "good" to "excellent," a number of them qualified their response to mean the "quality, not the size of the program." It was seen as "small" and "not yet adequate."

The image of the College varied among the feeder schools surveyed. By developing individual strategies for working with each school, PHCC can enhance relationships with local educators.

Students were generally positive about the results of their experiences at PHCC.

The reasons Students cited as influencing their decision to attend PHCC were similar to those cited by community college students nationwide: "PHCC offers courses I'm interested in taking;" "PHCC has low costs;" "I can live at home while attending;" "Classes are offered at convenient times;" and "I can work and go to school at the same time."

Students indicated that they either did not know about some of the major components of the College or that their experience with them had been "fair" or "poor:" student activities, student recruitment, student advising, the availability of faculty for assistance, and the willingness of PHCC to respond to student needs.

There were noticeable differences between OT and Transfer students at PHCC. Transfer students had been at the College longer and were carrying heavier course loads. Both kinds of students were employed outside of class, with OT students tending to have heavier work loads. OT students were slightly older and more were married than Transfer students, who had completed more education and tended to have higher household incomes than OT students.

PHCC provided access to higher education for students from all income brackets. This access may have been especially crucial for the 43% of the students surveyed whose household incomes in 1981 were less than $15,000.00.

Establish a system wherein all short-term goals and objectives developed by each organizational unit within the College tie directly into one or more of the College goals.

Review current PHCC goals. Consider collapsing current goals two through five into one statement about a comprehensive curriculum. Also consider including 1) a statement on resource management; 2) a goal addressing communications and/or public relations; 3) a goal centering on the learning environment or PHCC's commitment to be a student-oriented college, responsive to student needs.

Establish a systematic approach to assessing progress toward College goals as well as reviewing the goals themselves. Consider including both management and governance processes in this system.

External communications and public relations can be enhanced through a plan that includes targeted communications for employers, feeder schools, and specific kinds of potential students (i.e., the under-educated, part-time employees, people in specific geographic locations or people in defined age categories).

Consider implementing a career development model that incorporates career counseling and advisement, cooperative education and job placement as a central component of PHCC's current and expanding program.

Consider a curricular focus on education for the Information Society. Business leaders and employers noted the need, as did social service agency leaders. This would involve increasing offerings in data and information processing and incorporating computerized technology into all curricula. This focus would also involve confronting the ethics of the Information Society and the challenge to traditional values and interpersonal relationships posed by new and growing technologies. Adopting such a focus would help the community, as well as the staff and students become competent and confident in the Information Society.

Consider a planned expansion of adult continuing education. Several employers indicated interest, and more will likely do so if PHCC responds effectively. Citizens employed both full and part-time showed highest participation rates and greatest interest in future enrollment in a course at PHCC. Consider, too, planning to recruit more curriculum students between the ages of 25 and fifty.

Incorporate student demographic information into the entire PHCC planning process. Initially, it can be used when scheduling courses, recruiting students and planning student activities.

Consider adopting a College-wide focus on student recruitment, one that will incorporate marketing and retention strategies. Such a focus can serve a team-building function for all staff, too.

ACKNOWLEDGEMENTS

From the initial discussions about UNC-G's proposal to be an assisting institution to Patrick Henry Community College and throughout the implementation of the project, I have received help and support from the UNC-G staff. The Department of Continuing Education staff have helped in numerous ways, from critiquing the research design and the several survey instruments to completing the production of the final reports. Most deeply involved was Ms. Patricia Weathers, who served well as Research Assistant. The Director of Continuing Education, Dr. Jean Eason, was consistently helpful in guiding me to UNC-G resources, in responding to numerous requests for help and in providing a work environment suited to the needs of this project.

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Dr. Dave Glendy and Mr. Fred Hamilton were especially helpful in finding very capable students to participate in the study as telephone interviewers, pilot respondents, and data entry specialists. On a daily basis, this research was aided by the Title III Director, Steve Maradian and his staff, Paul Stack and Sabena Carter, who were especially helpful.

Roberta Lee Needham
Principal Investigator

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COMMUNITY NEEDS ASSESSMENT
Citizen's Survey

SUMMARY

*Citizen's surveyed think that PHCC is serving the community well. Their assessments vary by location.

Group	Pretty Well Very Well	Not Sure
All	76	21
Henry County	83	16
Patrick County	58	33
Franklin County	53	47
Martinsville	85	13

Table 1

The percentage of "not sure" responses is highest for those parts of the service area farthest from the PHCC campus.

*Citizens surveyed perceived PHCC more as a college preparing students for jobs than one preparing them to transfer to a four-year college.

*Citizens in Patrick and Franklin counties strongly supported the expansion of off-campus classes (74% and 73% respectively). Citizens in Henry County and Martinsville opposed the expansion, but not strongly.

*Course preferences for expanded off-campus offerings varied by location.

Course	All	H	P	F	M
vocational-technical	39	30	66	60	27
transfer	37	30	62	33	28
continuing education (upgrading)	42	32	66	70	34
non-credit, personal interest	35	26	58	47	26
basic skills	41	34	66	33	33

Table 2

*Twenty-six percent of the citizens surveyed expressed an interest in taking a course at PHCC. Highest interest was in Henry County and Martinsville.

*Interest in courses to upgrade employment skills was greatest in Henry and Franklin counties, while interest in learning new employment skills was highest among Martinsville citizens. Patrick County residents showed highest interest in transfer courses. Residents in Martinsville indicated strongest interest for personal development courses, among the four groups surveyed.

*PHCC cannot affect the potential barriers to participation cited by learners who lack time, have sufficient education or feel they are too old. The College can address the other barriers, some more easily than others.

*Sixty-five percent of the respondents rated the quality of education received by PHCC students "good" or "excellent." Responses of "fair," "poor" or "not sure" were given primarily by people who had a high school diploma/GED or less.

*Henry County residents comprised 40% or more of each group having completed elementary school, some high school and a high school diploma or GED. Sixty percent of the people with a college degree and 40% with more than a four-year degree were in Martinsville.

*Twenty-two percent of the respondents had enrolled in a course at PHCC. These citizens were predominently female (68%), between the ages of 25 and 49, were white (92%) and were employed full-time (70%). The greatest number had household incomes between $15,000 and $20,000 in 1981.

*Citizens expressing the most interest in taking a course at PHCC were from 25-50 years of age, female (65%), white (85%) and employed full-time (59%). Interested learners came from households that had an income of $15,000 to $20,000 first and second from households with $30,000 plus during 1981.

*Fifty-five percent of the people employed part-time indicated an interest in taking a course at PHCC.

*A higher percentage of blacks indicated an interest in enrolling in PHCC than whites (31% to 26%).

*Retired people and those 65 and over have particpated little in PHCC courses and show low interest in future enrollment.

Interviewer_____
Phone No._____

PHCC CITIZENS' SURVEY

All Citizens
N=295

Unless otherwise noted, all responses are percentages, which have been rounded.

How well do you think Patrick Henry Community College is serving the community?

1.) 41 Very well (1) 35 Pretty well (2) 02 Only fair (3) 01 Poorly (4) 21 Not sure (5)

2.) How would you rate the education received by students at PHCC? *(Wait for respondent's answer and mark closest adjective)*

3.) 18 Excellent (1) 47 Good (2) 06 Fair (3) 01 Poor (4) 29 Not sure (5)
Why do you give it this rating?

4.) Going to college has a number of different results for people. It will help us to know how you think PHCC is doing in the following areas:

(Explain response options) (Mark one for each item)

	Excellent (1)	Good (2)	Fair (3)	Poor (4)	Don't know (5)
Giving students knowledge	18	48	05	00	30
Motivating students to learn	14	43	09	00	33
Helping students to become involved in community activities	14	37	10	02	37
Preparing students for a job	20	46	08	01	25
Preparing students to go on to a four-year college	22	39	06	00	32
Helping students to cope better in their daily lives	15	42	09	01	34

5.) PHCC should keep the community informed about its programs and services. To help us know how well we're doing, please indicate your awareness of these facts about PHCC before this phone call:

DID YOU KNOW THAT	1	2
PHCC offers occupational & vocational programs	74 yes	25 no
PHCC offers college transfer programs	64 yes	36 no
PHCC offers courses at off-campus locations	46 yes	54 no
PHCC offers a variety of evening programs	86 yes	14 no
Tuition at PHCC is $128 per quarter	23 yes	76 no
PHCC can provide counseling for financial assistance that will pay some of your costs for education	47 yes	53 no
PHCC offers classes for developing/improving basic skills	72 yes	28 no
PHCC can assist students to receive on-the-job training through cooperative education	45 yes	55 no
PHCC offers career counseling	49 yes	51 no
PHCC offers job placement services for students	35 yes	65 no

6.) Currently Patrick Henry Community College offers some courses off-campus. Would you like to see more courses off-campus? 51 Yes (1) 38 No (Skip to 9) (2) 11 Don't know (3)

7.) If PHCC expands off-campus offerings, where would you like to see courses offered?

8.) If PHCC expands off-campus offerings, which kinds of offerings should be expanded? Indicate all that you think appropriate. *(Items are on next page)*

All Citizens N=295

39 Career and vocational courses leading to a degree or certificate
37 Courses that can be transferred to a four-year college
42 Continuing education courses to give skill training & professional upgrading
35 Non-credit courses for personal development
41 Courses for developing basic skills (math, reading, writing)

9.) Have you taken or are you presently taking a class at PHCC? 22 (1) Yes 77 (2) No

10.) Have other members of your household taken or are presently taking a class at PHCC?
29 (1) Yes 68 (2) No (Skip to 13) 02 (3) Don't know (Skip to 13)

11.) In what kinds of courses or programs were you (or a member of your household) enrolled? (mark all that apply)

16 Career and vocational courses leading to a degree or certificate
10 Courses that can be transferred to a four-year college
18 Continuing education courses to give skill training & professional upgrading
09 Non-credit courses for personal development
03 Courses for developing basic skills (math, reading, writing)

12.) How satisfied were you (or a member of your household) with your educational experience(s) at PHCC? (choose one)
26 (1) Very satisfied 14 (2) Satisfied 02 (3) Dissatisfied 00 (4) Very dissatisfied

13.) How have you learned about Patrick Henry Community College? (Interviewer check items as they are named, then ask about specific sources not named)

74 College mailings
59 Newspapers
64 Friends & neighbors
27 Personal experience
62 PHCC students
28 Radio
14 PHCC Staff
12 High School counselor/teacher
05 PHCC Board member
10 Telephone call to PHCC
35 College publications (catalog)
05 Other, please specify

14.) Are you interested in taking a course at PHCC?
26 (1) Yes 67 (2) No (Skip to 18) 05 (3) I'm not sure

15.) If you were to take a course at PHCC, what would be your purpose? (Check one)

1 12 Upgrade employment skills
2 05 Develop new employment skills
3 02 Prepare to transfer to a four-year college
4 16 Personal development
5 02 Other, please specify

16.) At what time of day is it most convenient for you to take courses? (Mark one)

1 01 Early morning (7-8 a.m.)
2 07 Morning (8 a.m.-12 noon)
3 00 Early afternoon (12-4 p.m.)
4 02 Late afternoon (4-6 p.m.)
5 24 Evening (6-9 p.m.)
6 01 Late evening (9-11 p.m.)

17.) At PHCC most courses run for 10 weeks and are held on the campus. If you were to take a course at Patrick Henry Community College, would you prefer any of the following rather than the standard 10-week course on the campus?

	Yes	No
Short courses (less than 10 weeks)	24	12
Classes broadcast on television	16	20
Saturday classes	18	17
Concentrated sessions during the weekend	13	23
Courses by newspaper	10	25
Other, please specify	02	

All Citizens N=295

18.) Do any of the following make it difficult (or unlikely) for you to attend courses at PHCC? (Mark all that apply)

07	No baby sitter	17	I haven't enough money
09	No transportation	13	Classes are held at inconvenient times
32	No time	15	Classes are too far away
11	I'm not qualified	24	Other (Please specify)
07	I have enough education already		
06	None of the subjects offered interest me		

54 55 56 57 58 59 60 61 62 63

19.) What is your employment status? *(wait for respondent's answer and mark closest adjective. Ask specifics, if necessary)*

1 52	Full-time employee	4 12	Retired (Skip to 22)
2 07	Part-time employee	5 06	Unemployed or laid off (Skip to 22)
3 20	Homemaker (Skip to 22)	6 01	On reduced work schedule
		7 01	

64

20.) Does your employer offer financial assistance for you to attend college? 65

24 Yes (1) 25 No (2) 09 I don't know (3)

21.) If your employer offered incentives, such as promotions, reassignments, shift change or pay raises, to employees who took job-related classes, would you be likely to enroll in courses? 66

32 Yes (1) 18 No (2) 08 I don't know (3)

22.) Are you married? 67

73 Yes (1) 26 No (2)

23.) What age category are you in? 68

1 04	under 18	4 32	35-49
2 09	18-24	5 22	50-64
3 20	25-34	6 14	65 and over

24.) What is the highest level of education that you have completed? 69

1 17	Elementary school	5 07	Two-year degree/certificate
2 17	Some high school	6 05	Four-year degree
3 35	High school diploma or GED	7 08	More than four-year degree
4 11	Some college		

25.) What is your racial/ethnic identity? 70

13 Black (1) 86 White (2) 00 Other (3)

26.) What was the total income for your household for 1981? 71

1 20	Less than $10,000	4 12	$20,000-24,999
2 17	$10,000-14,999	5 17	$25,000-29,999
3 13	$15,000-19,999	6 12	$30,000 and over

27) 29 male 70 female

Interviewer_____
Phone No._____

PHCC CITIZENS' SURVEY

All Citizens
N=125

Unless otherwise noted, all responses are percentages, which have been rounded.

How well do you think Patrick Henry Community College is serving the community?

1.) 46 Very well (1) 37 Pretty well (2) 01 Only fair (3) 00 Poorly (4) 16 Not sure (5)

2.) How would you rate the education received by students at PHCC? *(Wait for respondent's answer and mark closest adjective)*

25 Excellent (1) 46 Good (2) 05 Fair (3) 01 Poor (4) 24 Not sure (5)

3.) Why do you give it this rating?

4.) Going to college has a number of different results for people. It will help us to know how you think PHCC is doing in the following areas:

(Explain response options) (Mark one for each item)

	Excellent 1 E	Good 2 G	Fair 3 F	Poor 4 P	Don't know 5 DK
Giving students knowledge	22	49	06	00	23
Motivating students to learn	17	46	10	01	27
Helping students to become involved in community activities	19	39	09	02	32
Preparing students for a job	29	38	10	00	25
Preparing students to go on to a four-year college	26	39	07	00	28
Helping students to cope better in their daily lives	20	42	07	01	30

5.) PHCC should keep the community informed about its programs and services. To help us know how well we're doing, please indicate your awareness of these facts about PHCC before this phone call:

DID YOU KNOW THAT	1	2
PHCC offers occupational & vocational programs	75 yes	26 no
PHCC offers college transfer programs	70 yes	30 no
PHCC offers courses at off-campus locations	46 yes	54 no
PHCC offers a variety of evening programs	87 yes	13 no
Tuition at PHCC is $128 per quarter	27 yes	72 no
PHCC can provide counseling for financial assistance that will pay some of your costs for education	50 yes	50 no
PHCC offers classes for developing/improving basic skills	71 yes	29 no
PHCC can assist students to receive on-the-job training through cooperative education	46 yes	54 no
PHCC offers career counseling	56 yes	44 no
PHCC offers job placement services for students	39 yes	61 no

6.) Currently Patrick Henry Community College offers some courses off-campus. Would you like to see more courses off-campus? 43 Yes (1) 45 No (Skip to 9) (2) 12 Don't know (3)

7.) If PHCC expands off-campus offerings, where would you like to see courses offered?

8.) If PHCC expands off-campus offerings, which kinds of offerings should be expanded? Indicate all that you think appropriate. *(Items are on next page)*

Henry County N=125

30 Career and vocational courses leading to a degree or certificate
30 Courses that can be transferred to a four-year college
32 Continuing education courses to give skill training & professional upgrading
26 Non-credit courses for personal development
34 Courses for developing basic skills (math, reading, writing)

9.) Have you taken or are you presently taking a class at PHCC? 37 Yes (1) 69 No (2) [25]

10.) Have other members of your household taken or are presently taking a class at PHCC? [26]
37 Yes (1) 62 No (Skip to 13) (2) ___ Don't know (Skip to 13) (3)

11.) In what kinds of courses or programs were you (or a member of your household) enrolled? (mark all that apply)

18 Career and vocational courses leading to a degree or certificate
16 Courses that can be transferred to a four-year college
22 Continuing education courses to give skill training & professional upgrading
09 Non-credit courses for personal development
04 Courses for developing basic skills (math, reading, writing)

[27] [28] [29] [30] [31]

12.) How satisfied were you (or a member of your household) with your educational experience(s) at PHCC? (choose one) [32]
34 Very satisfied (1) 16 Satisfied (2) 02 Dissatisfied (3) 00 Very dissatisfied (4)

13.) How have you learned about Patrick Henry Community College? (Interviewer check items as they are named, then ask about specific sources not named)

76 College mailings
60 Newspapers
66 Friends & neighbors
35 Personal experience
66 PHCC students
36 Radio
15 PHCC Staff
14 High School counselor/teacher
05 PHCC Board member
13 Telephone call to PHCC
30 College publications (catalog)
05 Other, please specify

[33] [34] [35] [36] [37] [38] [39] [40] [41] [42] [43] [44]

14.) Are you interested in taking a course at PHCC? [45]
30 Yes (1) 62 No (Skip to 18) (2) 06 I'm not sure (3)

15.) If you were to take a course at PHCC, what would be your purpose? (Check one) [46]

1 16 Upgrade employment skills
2 05 Develop new employment skills
3 02 Prepare to transfer to a four-year college
4 14 Personal development
5 03 Other, please specify

16.) At what time of day is it most convenient for you to take courses? (Mark one) [47]

1 01 Early morning (7-8 a.m.)
2 10 Morning (8 a.m.-12 noon)
3 01 Early afternoon (12-4 p.m.)
4 02 Late afternoon (4-6 p.m.)
5 23 Evening (6-9 p.m.)
6 01 Late evening (9-11 p.m.)

17.) At PHCC most courses run for 10 weeks and are held on the campus. If you were to take a course at Patrick Henry Community College, would you prefer any of the following rather than the standard 10-week course on the campus?

	Yes	No	
Short courses (less than 10 weeks)	24	14	[48]
Classes broadcast on television	17	22	[49]
Saturday classes	19	20	[50]
Concentrated sessions during the weekend	14	26	[51]
Courses by newspaper	14	24	[52]
Other, please specify	02	___	[53]

PHCC Citizens Survey -3-
All Citizens N=

18.) Do any of the following make it difficult (or unlikely) for you to attend courses at PHCC? (Mark all that apply)

03 No baby sitter
06 No transportation
33 No time
06 I'm not qualified
06 I have enough education already
10 None of the subjects offered interest me
17 I haven't enough money
15 Classes are held at inconvenient times
07 Classes are too far away
22 Other (Please specify)

54 55 56 57 58 59 60 61 62 63

19.) What is your employment status? *(wait for respondent's answer and mark closest adjective. Ask specifics, if necessary)*

1 62 Full-time employee
2 08 Part-time employee
3 15 Homemaker (Skip to 22)
4 04 Retired (Skip to 22)
5 08 Unemployed or laid off (Skip to 22)
6 01 On reduced work schedule
7 02

64

20.) Does your employer offer financial assistance for you to attend college?
28 Yes (1) 31 No (2) 12 I don't know (3)

65

21.) If your employer offered incentives, such as promotions, reassignments, shift change or pay raises, to employees who took job-related classes, would you be likely to enroll in courses? 39 Yes (1) 21 No (2) 11 I don't know (3)

66

22.) Are you married? 72 Yes (1) 28 No (2)

67

23.) What age category are you in?
1 04 under 18
2 10 18-24
3 18 25-34
4 35 35-49
5 26 50-64
6 07 65 and over

68

24.) What is the highest level of education that you have completed?

1 17 Elementary school
2 18 Some high school
3 38 High school diploma or GED
4 08 Some college
5 12 Two-year degree/certificate
6 02 Four-year degree
7 06 More than four-year degree

69

25.) What is your racial/ethnic identity?
13 Black (1) 86 White (2) 00 Other (3)

70

26.) What was the total income for your household for 1981?

1 14 Less than $10,000
2 18 $10,000-14,999
3 14 $15,000-19,999
4 14 $20,000-24,999
5 09 $25,000-29,999
6 14 $30,000 and over

71

27) 33 male 65 female

Interviewer_____
Phone No._____

PHCC CITIZENS' SURVEY

Franklin County N=15 ☐ 1

Unless otherwise noted, all responses are percentages, which have been rounded.

How well do you think Patrick Henry Community College is serving the community?

1.) 20 Very well (1) 33 Pretty well (2) 00 Only fair (3) 00 Poorly (4) 47 Not sure (5) ☐ 2

2.) How would you rate the education received by students at PHCC? *(Wait for respondent's answer and mark closest adjective)*

13 Excellent (1) 27 Good (2) 00 Fair (3) 00 Poor (4) 60 Not sure (5) ☐ 3

3.) Why do you give it this rating?

4.) Going to college has a number of different results for people. It will help us to know how you think PHCC is doing in the following areas:

(Explain response options) *(Mark one for each item)*

	Excellent 1	Good 2	Fair 3	Poor 4	Don't know 5	
	E	G	F	P	DK	
Giving students knowledge	13	33	00	00	53	☐ 4
Motivating students to learn	07	40	07	00	47	☐ 5
Helping students to become involved in community activities	07	40	00	00	53	☐ 6
Preparing students for a job	20	40	00	00	40	☐ 7
Preparing students to go on to a four-year college	27	20	07	00	47	☐ 8
Helping students to cope better in their daily lives	00	47	13	00	40	☐ 9

5.) PHCC should keep the community informed about its programs and services. To help us know how well we're doing, please indicate your awareness of these facts about PHCC before this phone call:

DID YOU KNOW THAT	1	2	
PHCC offers occupational & vocational programs	60 yes	40 no	☐ 10
PHCC offers college transfer programs	53 yes	47 no	☐ 11
PHCC offers courses at off-campus locations	53 yes	47 no	☐ 12
PHCC offers a variety of evening programs	87 yes	13 no	☐ 13
Tuition at PHCC is $128 per quarter	00 yes	100 no	☐ 14
PHCC can provide counseling for financial assistance that will pay some of your costs for education	33 yes	67 no	☐ 15
PHCC offers classes for developing/improving basic skills	60 yes	40 no	☐ 16
PHCC can assist students to receive on-the-job training through cooperative education	33 yes	67 no	☐ 17
PHCC offers career counseling	53 yes	47 no	☐ 18
PHCC offers job placement services for students	33 yes	67 no	☐ 19

6.) Currently Patrick Henry Community College offers some courses off-campus. Would you like to see more courses off-campus? 73 Yes (1) 20 No (Skip to 9) (2) 07 Don't know (3) ☐ 20

7.) If PHCC expands off-campus offerings, where would you like to see courses offered?

8.) If PHCC expands off-campus offerings, which kinds of offerings should be expanded? Indicate all that you think appropriate. *(Items are on next page)*

All Citizens N=

60 Career and vocational courses leading to a degree or certificate
33 Courses that can be transferred to a four-year college
60 Continuing education courses to give skill training & professional upgrading
47 Non-credit courses for personal development
33 Courses for developing basic skills (math, reading, writing)

21 22 23 24

9.) Have you taken or are you presently taking a class at PHCC? 001 Yes (1) 100 No (2) 25

10.) Have other members of your household taken or are presently taking a class at PHCC?
13 Yes (1) 80 No (Skip to 13) (2) 00 Don't know (Skip to 13) (3) 26

11.) In what kinds of courses or programs were you (or a member of your household) enrolled? (mark all that apply)

00 Career and vocational courses leading to a degree or certificate
00 Courses that can be transferred to a four-year college
13 Continuing education courses to give skill training & professional upgrading
00 Non-credit courses for personal development
00 Courses for developing basic skills (math, reading, writing)

27 28 29 30 31

12.) How satisfied were you (or a member of your household) with your educational experience(s) at PHCC? (choose one)
07 Very satisfied (1) 07 Satisfied (2) 00 Dissatisfied (3) 00 Very dissatisfied (4) 32

13.) How have you learned about Patrick Henry Community College? (Interviewer check items as they are named, then ask about specific sources not named)

67 College mailings
60 Newspapers
33 Friends & neighbors
00 Personal experience
40 PHCC students
07 Radio
07 PHCC Staff
00 High School counselor/teacher
00 PHCC Board member
00 Telephone call to PHCC
13 College publications (catalog)
07 Other, please specify

33 34 35 36 37 38 39 40 41 42 43 44

14.) Are you interested in taking a course at PHCC?
13 Yes (1) 87 No (Skip to 18) (2) 00 I'm not sure (3) 45

15.) If you were to take a course at PHCC, what would be your purpose? (Check one) 46

1 13 Upgrade employment skills
2 00 Develop new employment skills
3 00 Prepare to transfer to a four-year college
4 00 Personal development
5 00 Other, please specify

16.) At what time of day is it most convenient for you to take courses? (Mark one) 47

1 00 Early morning (7-8 a.m.)
2 00 Morning (8 a.m.-12 noon)
3 00 Early afternoon (12-4 p.m.)
4 00 Late afternoon (4-6 p.m.)
5 13 Evening (6-9 p.m.)
6 00 Late evening (9-11 p.m.)

17.) At PHCC most courses run for 10 weeks and are held on the campus. If you were to take a course at Patrick Henry Community College, would you prefer any of the following rather than the standard 10-week course on the campus?

	Yes	No	
Short courses (less than 10 weeks)	13	001	48
Classes broadcast on television	13	00	49
Saturday classes	07	07	50
Concentrated sessions during the weekend	00	13	51
Courses by newspaper	00	13	52
Other, please specify	00		53

18.) Do any of the following make it difficult (or unlikely) for you to attend courses at PHCC? (Mark all that apply)

13	No baby sitter	27	I haven't enough money
13	No transportation	00	Classes are held at inconvenient times
33	No time	33	Classes are too far away
00	I'm not qualified	40	Other (Please specify)
00	I have enough education already		
00	None of the subjects offered interest me		

54 55 56 57 58 59 60 61 62 63

19.) What is your employment status? *(Wait for respondent's answer and mark closest adjective. Ask specifics, if necessary)*

1	66	Full-time employee	4 20	Retired (Skip to 22)
2	00	Part-time employee	5 07	Unemployed or laid off (Skip to 22)
3	07	Homemaker (Skip to 22)	6 00	On reduced work schedule
			7	

64

20.) Does your employer offer financial assistance for you to attend college?

40 Yes (1) 20 No (2) 07 I don't know (3)

65

21.) If your employer offered incentives, such as promotions, reassignments, shift change or pay raises, to employees who took job-related classes, would you be likely to enroll in courses? 20 Yes (1) 33 No (2) 07 I don't know (3)

66

22.) Are you married? 73 Yes (1) 27 No (2)

67

23.) What age category are you in?

1	00	under 18	4 47	35-49
2	00	18-24	5 27	50-64
3	20	25-34	6 07	65 and over

68

24.) What is the highest level of education that you have completed?

1	13	Elementary school	5 00	Two-year degree/certificate
2	07	Some high school	6 00	Four-year degree
3	60	High school diploma or GED	7 13	More than four-year degree
4	07	Some college		

69

25.) What is your racial/ethnic identity?

00 Black (1) 100 White (2) Other (3)

70

26.) What was the total income for your household for 1981?

1	07	Less than $10,000	4 20	$20,000-24,999
2	27	$10,000-14,999	5 13	$25,000-29,999
3	07	$15,000-19,999	6 13	$30,000 and over

71

27) 13 male 87 female

Interviewer_____
Phone No._____

PHCC CITIZENS' SURVEY

Patrick County N=73 [ ] 1

Unless otherwise noted, all responses are percentages, which have been rounded.

How well do you think Patrick Henry Community College is serving the community? [ ] 2

1.) 32 Very well (1) 26 Pretty well (2) 04 Only fair (3) 03 Poorly (4) 33 Not sure (5)

2.) How would you rate the education received by students at PHCC? *(wait for respondent's answer and mark closest adjective)* [ ] 3

07 Excellent (1) 58 Good (2) 07 Fair (3) 00 Poor (4) 29 Not sure (5)

3.) Why do you give it this rating?

4.) Going to college has a number of different results for people. It will help us to know how you think PHCC is doing in the following areas:

(Explain response options) (Mark one for each item)

	Excellent 1	Good 2	Fair 3	Poor 4	Don't know 5	
	E	G	F	P	DK	
Giving students knowledge	14	45	08	00	33	[ ] 4
Motivating students to learn	12	32	12	00	44	[ ] 5
Helping students to become involved in community activities	08	36	15	01	40	[ ] 6
Preparing students for a job	16	53	08	06	16	[ ] 7
Preparing students to go on to a four-year college	19	38	08	01	33	[ ] 8
Helping students to cope better in their daily lives	12	45	06	04	33	[ ] 9

5.) PHCC should keep the community informed about its programs and services. To help us know how well we're doing, please indicate your awareness of these facts about PHCC before this phone call:

DID YOU KNOW THAT	1	2	
PHCC offers occupational & vocational programs	67 yes	33 no	[ ] 10
PHCC offers college transfer programs	49 yes	51 no	[ ] 11
PHCC offers courses at off-campus locations	59 yes	41 no	[ ] 12
PHCC offers a variety of evening programs	81 yes	19 no	[ ] 13
Tuition at PHCC is $128 per quarter	14 yes	86 no	[ ] 14
PHCC can provide counseling for financial assistance that will pay some of your costs for education	40 yes	60 no	[ ] 15
PHCC offers classes for developing/improving basic skills	69 yes	32 no	[ ] 16
PHCC can assist students to receive on-the-job training through cooperative education	43 yes	58 no	[ ] 17
PHCC offers career counseling	38 yes	62 no	[ ] 18
PHCC offers job placement services for students	32 yes	69 no	[ ] 19

6.) Currently Patrick Henry Community College offers some courses off-campus. Would you like to see more courses off-campus? 74 Yes (1) 22 No (Skip to 9) (2) 04 Don't know (3) [ ] 20

7.) If PHCC expands off-campus offerings, where would you like to see courses offered?

8.) If PHCC expands off-campus offerings, which kinds of offerings should be expanded? Indicate all that you think appropriate. *(Items are on next page)*

Patrick County N=73.

66 Career and vocational courses leading to a degree or certificate
62 Courses that can be transferred to a four-year college
66 Continuing education courses to give skill training & professional upgrading
58 Non-credit courses for personal development
66 Courses for developing basic skills (math, reading, writing)

9.) Have you taken or are you presently taking a class at PHCC? 08 (1) Yes 90 (2) No

10.) Have other members of your household taken or are presently taking a class at PHCC?
15 (1) Yes 78 (2) No (Skip to 13) 04 (3) Don't know (Skip to 13)

11.) In what kinds of courses or programs were you (or a member of your household) enrolled? (mark all that apply)

14 Career and vocational courses leading to a degree or certificate
01 Courses that can be transferred to a four-year college
04 Continuing education courses to give skill training & professional upgrading
03 Non-credit courses for personal development
01 Courses for developing basic skills (math, reading, writing)

12.) How satisfied were you (or a member of your household) with your educational experience(s) at PHCC? (choose one)
16 (1) Very satisfied 01 (2) Satisfied 01 (3) Dissatisfied 00 (4) Very dissatisfied

13.) How have you learned about Patrick Henry Community College? (Interviewer check items as they are named, then ask about specific sources not named)

73 College mailings
60 Newspapers
59 Friends & neighbors
16 Personal experience
55 PHCC students
21 Radio
10 PHCC Staff
11 High School counselor/teacher
04 PHCC Board member
06 Telephone call to PHCC
47 College publications (catalog)
00 Other, please specify

14.) Are you interested in taking a course at PHCC?
18 (1) Yes 80 (2) No (Skip to 18) 03 (3) I'm not sure

15.) If you were to take a course at PHCC, what would be your purpose? (Check one)

1 08 Upgrade employment skills
2 03 Develop new employment skills
3 04 Prepare to transfer to a four-year college
4 08 Personal development
5 00 Other, please specify

16.) At what time of day is it most convenient for you to take courses? (Mark one)

1 00 Early morning (7-8 a.m.)
2 06 Morning (8 a.m.-12 noon)
3 00 Early afternoon (12-4 p.m.)
4 01 Late afternoon (4-6 p.m.)
5 16 Evening (6-9 p.m.)
6 00 Late evening (9-11 p.m.)

17.) At PHCC most courses run for 10 weeks and are held on the campus. If you were to take a course at Patrick Henry Community College, would you prefer any of the following rather than the standard 10-week course on the campus?

	Yes	No
Short courses (less than 10 weeks)	15	06
Classes broadcast on television	10	11
Saturday classes	10	11
Concentrated sessions during the weekend	08	12
Courses by newspaper	07	14
Other, please specify	01	

18.) Do any of the following make it difficult (or unlikely) for you to attend courses at PHCC? (Mark all that apply)

08 No baby sitter
11 No transportation
27 No time
11 I'm not qualified
06 I have enough education already
01 None of the subjects offered interest me
11 I haven't enough money
14 Classes are held at inconvenient times
33 Classes are too far away
19 Other (Please specify)

54 55 56 57 58 59 60 61 62 63

19.) What is your employment status? *(wait for respondent's answer and mark closest adjective. Ask specifics, if necessary)*

1 34 Full-time employee
2 07 Part-time employee
3 29 Homemaker (Skip to 22)
4 19 Retired (Skip to 22)
5 08 Unemployed or laid off (Skip to 22)
6 00 On reduced work schedule
7

64

20.) Does your employer offer financial assistance for you to attend college?
12 Yes (1) 19 No (2) 06 I don't know (3)

65

21.) If your employer offered incentives, such as promotions, reassignments, shift change or pay raises, to employees who took job-related classes, would you be likely to enroll in courses? 18 Yes (1) 12 No (2) 27 I don't know (3)

66

22.) Are you married? 73 Yes (1) 26 No (2)

67

23.) What age category are you in?
1 06 under 18
2 08 18-24
3 16 25-34
4 29 35-49
5 19 50-64
6 22 65 and over

68

24.) What is the highest level of education that you have completed?

1 19 Elementary school
2 21 Some high school
3 36 High school diploma or GED
4 14 Some college
5 03 Two-year degree/certificate
6 03 Four-year degree
7 06 More than four-year degree

69

25.) What is your racial/ethnic identity?

08 Black (1) 92 White (2) 00 Other (3)

70

26.) What was the total income for your household for 1981?

1 27 Less than $10,000
2 18 $10,000-14,999
3 15 $15,000-19,999
4 10 $20,000-24,999
5 06 $25,000-29,999
6 03 $30,000 and over

71

27) 29 male 71 female

Interviewer_____
Phone No._____

PHCC CITIZENS' SURVEY

Martinsville N=82 [1]

Unless otherwise noted, all responses are percentages, which have been rounded.

How well do you think Patrick Henry Community College is serving the community?

1.) 45 (1) Very well 40 (2) Pretty well 01 (3) Only fair 00 (4) Poorly 13 (5) Not sure [2]

2.) How would you rate the education received by students at PHCC? *(wait for respondent's answer and mark closest adjective)*

17 (1) Excellent 43 (2) Good 07 (3) Fair 01 (4) Poor 32 (5) Not sure [3]

3.) Why do you give it this rating?

4.) Going to college has a number of different results for people. It will help us to know how you think PHCC is doing in the following areas:

(Explain response options) *(Mark one for each item)*

	Excellent 1	Good 2	Fair 3	Poor 4	Don't know 5	
	E	G	F	P	DK	
Giving students knowledge	15	51	02	00	32	[4]
Motivating students to learn	12	51	06	00	31	[5]
Helping students to become involved in community activities	11	35	10	04	40	[6]
Preparing students for a job	10	52	06	00	32	[7]
Preparing students to go on to a four-year college	18	44	04	00	34	[8]
Helping students to cope better in their daily lives	11	37	13	00	40	[9]

5.) PHCC should keep the community informed about its programs and services. To help us know how well we're doing, please indicate your awareness of these facts about PHCC before this phone call:

DID YOU KNOW THAT	1	2	
PHCC offers occupational & vocational programs	83 yes	16 no	[10]
PHCC offers college transfer programs	68 yes	31 no	[11]
PHCC offers courses at off-campus locations	33 yes	66 no	[12]
PHCC offers a variety of evening programs	89 yes	10 no	[13]
Tuition at PHCC is $128 per quarter	29 yes	70 no	[14]
PHCC can provide counseling for financial assistance that will pay some of your costs for education	51 yes	48 no	[15]
PHCC offers classes for developing/improving basic skills	77 yes	22 no	[16]
PHCC can assist students to receive on-the-job training through cooperative education	49 yes	50 no	[17]
PHCC offers career counseling	46 yes	52 no	[18]
PHCC offers job placement services for students	32 yes	67 no	[19]

6.) Currently Patrick Henry Community College offers some courses off-campus. Would you like to see more courses off-campus? 39 (1) Yes 44 (2) No (Skip to 9) 17 (3) Don't know [20]

7.) If PHCC expands off-campus offerings, where would you like to see courses offered?

8.) If PHCC expands off-campus offerings, which kinds of offerings should be expanded? Indicate all that you think appropriate. *(Items are on next page)*

All Citizens N=

27 Career and vocational courses leading to a degree or certificate
28 Courses that can be transferred to a four-year college
34 Continuing education courses to give skill training & professional upgrading
26 Non-credit courses for personal development
33 Courses for developing basic skills (math, reading, writing)

9.) Have you taken or are you presently taking a class at PHCC? 26 (1) Yes 74 (2) No [25]

10.) Have other members of your household taken or are presently taking a class at PHCC?
37 (1) Yes 66 (2) No (Skip to 13) ___ (3) Don't know (Skip to 13) [26]

11.) In what kinds of courses or programs were you (or a member of your household) enrolled? (mark all that apply)

18 Career and vocational courses leading to a degree or certificate
11 Courses that can be transferred to a four-year college
24 Continuing education courses to give skill training & professional upgrading
17 Non-credit courses for personal development
02 Courses for developing basic skills (math, reading, writing)

12.) How satisfied were you (or a member of your household) with your educational experience(s) at PHCC? (choose one)
26 (1) Very satisfied 22 (2) Satisfied 03 (3) Dissatisfied 00 (4) Very dissatisfied [32]

13.) How have you learned about Patrick Henry Community College? (Interviewer check items as they are named, then ask about specific sources not named)

72 College mailings
38 Newspapers
72 Friends & neighbors
29 Personal experience
68 PHCC students
26 Radio
18 PHCC Staff
11 High School counselor/teacher
06 PHCC Board member
12 Telephone call to PHCC
37 College publications (catalog)
09 Other, please specify

14.) Are you interested in taking a course at PHCC? [45]
31 (1) Yes 60 (2) No (Skip to 18) 07 (3) I'm not sure

15.) If you were to take a course at PHCC, what would be your purpose? (Check one) [46]

1 09 Upgrade employment skills
2 09 Develop new employment skills
3 01 Prepare to transfer to a four-year college
4 27 Personal development
5 01 Other, please specify

16.) At what time of day is it most convenient for you to take courses? (Mark one) [47]

1 02 Early morning (7-8 a.m.)
2 04 Morning (8 a.m.-12 noon)
3 00 Early afternoon (12-4 p.m.)
4 02 Late afternoon (4-6 p.m.)
5 34 Evening (6-9 p.m.)
6 02 Late evening (9-11 p.m.)

17.) At PHCC most courses run for 10 weeks and are held on the campus. If you were to take a course at Patrick Henry Community College, would you prefer any of the following rather than the standard 10-week course on the campus?

	Yes	No	
Short courses (less than 10 weeks)	32	15	[48]
Classes broadcast on television	20	27	[49]
Saturday classes	26	21	[50]
Concentrated sessions during the weekend	17	29	[51]
Courses by newspaper	09	38	[52]
Other, please specify	02	___	[53]

Martinsville N=82

18.) Do any of the following make it difficult (or unlikely) for you to attend courses at PHCC? (Mark all that apply)

10 No baby sitter	22 I haven't enough money	54	60
10 No transportation	13 Classes are held at inconvenient times	55	61
35 No time	07 Classes are too far away	56	62
18 I'm not qualified	29 Other (Please specify)	57	63
11 I have enough education already		58	
04 None of the subjects offered interest me		59	

19.) What is your employment status? *(wait for respondent's answer and mark closest adjective. Ask specifics, if necessary)*

1	50 Full-time employee	4	15 Retired (Skip to 22)	64
2	06 Part-time employee	5	03 Unemployed or laid off (Skip to 22)	
3	23 Homemaker (Skip to 22)	6	04 On reduced work schedule	

20.) Does your employer offer financial assistance for you to attend college? 65

26 Yes (1) 23 No (2) 07 I don't know (3)

21.) If your employer offered incentives, such as promotions, reassignments, shift change or pay raises, to employees who took job-related classes, would you be likely to enroll in courses? 66

37 Yes (1) 15 No (2) 05 I don't know (3)

22.) Are you married? 67

76 Yes (1) 24 No (2)

23.) What age category are you in? 68

1	02 under 18	4	26 35-49
2	09 18-24	5	20 50-64
3	24 25-34	6	20 65 and over

24.) What is the highest level of education that you have completed? 69

1	16 Elementary school	5	05 Two-year degree/certificate
2	16 Some high school	6	12 Four-year degree
3	26 High school diploma or GED	7	11 More than four-year degree
4	13 Some college		

25.) What is your racial/ethnic identity? 70

21 Black (1) 79 White (2) Other (3)

26.) What was the total income for your household for 1981? 71

1	24 Less than $10,000	4	10 $20,000-24,999
2	12 $10,000-14,999	5	05 $25,000-29,999
3	11 $15,000-19,999	6	17 $30,000 and over

27) 26 male 74 female

+Service area employers give PHCC high ratings for achieving the College mission and serving area employers.

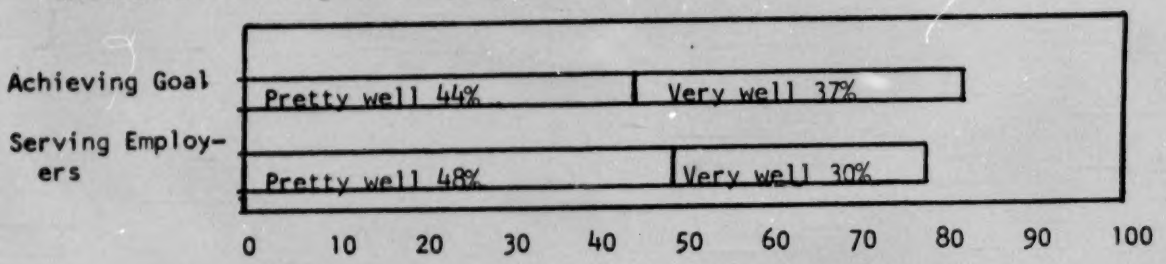


Figure 1

+Employers are aware of PHCC's major services, but not so well aware of those services from which they stand to benefit the most (cooperative education, off-campus courses, and programs designed for new and expanding business and industry).

+Employers rate PHCC students and graduates "good" to "excellent" in their job performance.

+A little over half of the area employers surveyed are not currently providing incentives and job-related rewards for employees who further their education.

+Almost half the employers indicate that there are no specific kinds of training that PHCC could offer that would benefit their current employees.

SURVEY OF EMPLOYERS N=71
COMMUNITY NEEDS ASSESSMENT

Patrick Henry Community College

7 1

Please complete this survey and keep it for reference during your telephone interview between March 10 and 15, 1982. *(Your responses will be kept confidential).*

Patrick Henry Community College wants to offer educational programs and community services needed by the people of this area. The education and training provided by

1.) PHCC should help students obtain the knowledge and skills needed for educational and occupational advancement and for personal development. How well do you think PHCC is achieving this goal?

37 (1) Very well 44 (2) Pretty well 01 (3) Only fair 00 (4) Poorly 18 (5) I'm not sure □ 12

2.) In general, how do you feel PHCC is serving the employers of its service area?

30 (1) Very well 48 (2) Pretty well 04 (3) Only fair 00 (4) Poorly 18 (5) I'm not sure □ 13

Why do you give this rating? 2

PHCC should keep the community informed about its educational programs and services.

3.) To help us know how well we're doing, please indicate your awareness of these facts about PHCC, before this survey:

DID YOU KNOW THAT	1	2	
4 PHCC offers vocational and technical programs.....	92 yes	06 no	□ 14
5 PHCC offers a wide variety of evening programs.....	97 yes	00 no	□ 15
6 PHCC offers college transfer programs.....	93 yes	04 no	□ 16
7 PHCC can design training programs for new and expanding business and industry.....	63 yes	32 no	□ 17
8 PHCC offers courses at off-campus locations.....	60 yes	38 no	□ 18
9 PHCC can offer courses to upgrade employees.....	78 yes	20 no	□ 19
10 PHCC offers courses in basic skills development.....	86 yes	11 no	□ 20
11 PHCC offers cooperative education.....	70 yes	27 no	□ 21

4.) Have you ever employed PHCC graduates? 47 (1) Yes 38 (3) No (skip to #6) 14 (2) I'm not sure (skip to #6) □ 22

5.) How would you rate the performance of these graduates on the job?
13 (1) Excellent 30 (2) Good 01 (3) Fair 00 (4) Poor 04 (5) I'm not sure □ 23

6.) Does your organization presently employ persons who have taken courses at PHCC during the last five years? 69 (1) Yes 21 (2) No (skip to #9) 04 (3) Not sure (skip to #9) □ 24

7.) Were these courses job-related? 59 (1) yes 10 (2) No (skip to #9) 03 (3) Not sure (skip to #9) □ 25

8.) How do you rate the quality of the training these employees received at PHCC?
10 (1) Excellent 47 (2) Good 01 (3) Fair 01 (4) Poor 10 (5) I'm not sure □ 26

Comments:

9.) Does your organization provide time off from work for employees to further their education?
35 (1) Yes 58 (2) No □ 27

10.) Does your organization provide financial assistance for employees to further their education?
47 (1) Yes 48 (2) No □ 28

11.) Does your organization provide incentives other than financial assistance for employees to further their education? 23 Yes (1) 73 No (2) [19]

12.) How have you learned about the educational programs and services offered by PHCC? (indicate all that apply)

20	78 College mailings	25	30 PHCC Staff
21	52 Newspapers	26	07 PHCC Board member
22	41 Friends and neighbors	27	09 Telephone call to PHCC
23	29 Personal experience	28	35 College publications (catalog)
24	34 PHCC students	29	13 Other, please specify

[20] [21] [22] [23] [24] [25] [26] [27] [28] [29]

13.) Currently Patrick Henry Community College offers some courses off campus. Would your organization like to schedule training programs through PHCC for your employees at your facility? 04 Yes (1) 60 No (2) 35 I'm not sure (3) [30]

If yes, please specify the kind(s) of program(s):

14.) Are there specific kinds of training PHCC could offer that would provide knowledge and skills needed by your employees? 41 Yes (1) 48 No (2) [31]

If yes, please indicate what kinds of training your employees need:

15.) In your organization, what is the approximate number of

32-35 full-time employees range: 5000 to 1
36-39 part-time employees range: 50 to 0

[32 33 34 35] [36 37 38 39]

16.) Please make any suggestions about ways PHCC can continue to improve:

17.) To help us plan educational programs appropriate for our community during the coming decade, please give us some general information about the occupations related to your business. In the columns to the right of the occupations, please put a check (✓) if

A) your organization currently employs people in the occupation

B) some of your current employees need further education for the jobs they hold

C) your organization expects to need more people in the occupation within 5 years

Occupation	A	B	C	Occupation	A	B	C
1. Air conditioning, heating, refrigeration technicians	11	3	3	24. Industrial mechanic/machine maintenance technicians	21	4	5
2. All-round machinist	17	6	7	25. Industrial engineering personnel	12	2	2
3. Asbestos workers	0	0	0	26. Industrial foremen & supervisory personnel	20	8	9
4. Auto body repairers	2	1	2	27. Instructional service aide	2	0	0
5. Auto mechanics	14	2	8	28. Instrumentation technicians	5	1	1
6. Banking & finance personnel	14	7	9	29. Keypunch/data input workers	17	3	13
7. Bookkeeping workers	42	15	18	30. Medical laboratory technicians	1	0	0
8. Bus & truck mechanics	3	1	2	31. Merchandising/marketing personnel	17	5	9
9. Carpenters	11	3	2	32. Millwrights	3	3	3
10. Child care workers	0	0	0	33. Office machine operators	22	5	4
11. Climate control technicians	5	1	3	34. Office manager	23	5	5
12. Commercial artists	3	1	1	35. Plumbers & pipefitters	8	3	3
13. Commercial photographers	2	2	1	36. Realtors	5	1	1
14. Computer maintenance technicians	8	3	3	37. Recreation personnel	1	0	0
15. Computer operators	24	4	17	38. Research, information specialists	4	0	0
16. Computer programmers	20	7	13	39. Respiratory therapy technicians	0	0	0
17. Data processing management trainees	8	4	10	40. Shipping & receiving clerks	22	5	8
18. Drafting/design technicians	13	3	4	41. Small business managers	5	1	2
19. Emergency medical technicians	5	1	0	42. Stenographers & secretaries	35	10	9
20. Furniture design/production workers	9	1	5	43. Systems analyst assistants	8	3	1
21. General engineering technicians	7	2	1	44. Tool and dye makers	5	1	1
22. Human service workers	6	4	4	45. Welders and flamecutters	17	6	8
23. Industrial electricians	16	3	8	46. Other:	12	0	2

Number responses, not percentages

THANK YOU FOR YOUR HELP

17.) To help us plan educational programs appropriate for our community during the coming decade, please give us some general information about the occupations related to your business. In the columns to the right of the occupations, please put a check (✓) if

A) Employers of most sizes have current employees & expect growth

B) Employers of 1000 or more have current employees & expect growth

C) Employers of 43 or fewer have current employees & expect growth

Occupation	A	B	C
1. Air conditioning, heating, refrigeration technicians		✓	✓
2. All-round machinist	✓	✓	✓
3. Asbestos workers			
4. Auto body repairers			✓
5. Auto mechanics			✓
6. Banking & finance personnel	✓		✓
7. Bookkeeping workers	✓	✓	✓
8. Bus & truck mechanics			
9. Carpenters			
10. Child care workers			
11. Climate control technicians	✓		
12. Commercial artists			
13. Commercial photographers			
14. Computer maintenance technicians	✓	✓	
15. Computer operators	✓	✓	✓
16. Computer programmers	✓	✓	✓
17. Data processing management trainees	✓	✓	✓
18. Drafting/design technicians	✓	✓	
19. Emergency medical technicians			
20. Furniture design/production workers	✓	✓	
21. General engineering technicians			
22. Human service workers			✓
23. Industrial electricians	✓	✓	

Occupation	A	B	C
24. Industrial mechanic/machine maintenance technicians	✓	✓	✓
25. Industrial engineering personnel		✓	
26. Industrial foremen & supervisory personnel	✓	✓	✓
27. Instructional service aide			
28. Instrumentation technicians			
29. Keypunch/data input workers	✓	✓	✓
30. Medical laboratory technicians			
31. Merchandising/marketing personnel	✓	✓	✓
32. Millwrights			
33. Office machine operators	✓		✓
34. Office manager			✓
35. Plumbers & pipefitters			
36. Realtors			
37. Recreation personnel			
38. Research, information specialists			
39. Respiratory therapy technicians			
40. Shipping & receiving clerks	✓	✓	✓
41. Small business managers			✓
42. Stenographers & secretaries	✓	✓	✓
43. Systems analyst assistants	✓	✓	
44. Tool and dye makers			
45. Welders and flamecutters	✓	✓	✓
46. Other:			

THANK YOU FOR YOUR HELP

2) In general how do you feel PHCC is serving the employers of its service aera? Why do you give this rating?

Heard from others (7)

Little contact (3)

Personal experience (2)

Employees we've hired (2)

Economical education

Concern for students shown

Information received

Helped keep local youth here

Responsive to local industry

Works with Chamber of Commerce

Results not always good but classes good

Extra classes offered

Serves community

Nothing else to compare it to

Not enough communication between school and employers

More technical training

8) Comments to the question: how do you rate the quality of the training these employees received at PHCC?

Improving skills through classes
Professionalism stressed
Helped workers attitudes and speaking ability
Based on courses taught by local businessmen

13) Recommendations for training to be scheduled at employer facilities:

real estate
sales
auto mechanics
management

14) Recommendations for courses PHCC could offer to benefit employees:

supervisory training(3)
vocational training (2)
public relations (2)
insurance, various categories (2)
business reports
financial statement analysis
credit management
blue print reading
welding
shorthand
engineering
accounting
data processing
CPR
first aid
equipment operation
sales
auto mechanics
electronics
carpentry
masonry
phone use
small business management
legal
secretarial
property management

16) Suggestions for ways that PHCC can continue to improve:

public relations are good

pm professors are not as good as am

more public contact

more contact with businessmen

application of vocational skills [help students do so, on the job]

career and personal direction for students to apply training

clearly state which courses will transfer and which will not

become testing center for Certified Professional Secretary

keep students in small classes that are cancelled from having to wait 2-3 terms to get the class

coordinate with city/county schools; cut down on duplication

staff needs to be more mindful of community relations and be committed to help people who have problems, questions

pre-engineering and technical programs

crafts

team building [courses]

more advanced accounting, internal auditing

continue continuing education for managers

increase vocational programs (3)

four-year program in business administration

cooperation between American Management Assoc. and PHCC to provide professional development program

electrical maintenance for building one's own home and other facets of home building

carpentry classes and other construction trades

lumber drying, grading

offer more transfer classes

increase data processing

realtor licensing for insurance agents

property management

proper phone call etiquette classes

more computer technology, computer training

PHCC COMMUNITY NEEDS ASSESSMENT

SUMMARY

Survey of Social Service Agency Leaders

Leaders of social service agencies, both public and private, were invited to PHCC for small group interviews, which occurred the week of March 15, 1982. Those invited were asked to complete a short survey and bring it to the meeting where they talked about the survey questions and others posed by the facilitator.

The social service agency leaders gave PHCC high ratings for serving the community and fulfilling its mission as a comprehensive community college. Specifically mentioned were the functions of providing accessibility to postsecondary education, maintaining low tuition, providing a good learning environment and offering a varied curriculum with occupational-technical, transfer, adult continuing education and non-credit personal interest programs.

Dual perceptions of the college image in the community and PHCC's communications with the community were aired. The College schedule is widely distributed, still many of the folks who need to know do not seem aware of financial aid, tuition waivers for senior citizens and the availability of PHCC facilities for community use. Similarly, some felt the College was very responsive to general and specific educational needs in the community, while others thought PHCC should be more responsive. One suggestion was for the development of a five-year master plan for evening courses to aid the part-time students who want to obtain a degree. Another involved asking key executives to recommend good adjunct faculty from among their employees and acquaintances.

Suggestions for course offerings included workshops for people working with volunteers, training specific to the textile and furniture industries, sessions on interpersonal relationships (especially families), personal growth courses, and several specializations in the health occupations.

The people attending the group interviews expressed needs for graduate level courses in the human services and hoped that they would be offered by graduate institutions that used PHCC facilities.

From the qualitative data provided by the social service agency leaders, there is clear reinforcement for some of the themes from the planning breakfast for community leaders:

*Mission--PHCC is seen as fulfilling the functions of a comprehensive community college

*Public relations--PHCC can do a more effective job of informing the community of College services available

*Community services--the College should increase this function by getting more people on campus, increasing community use of facilities and by being more of a cultural center for the community.

*Support for evening and off campus course offerings.

*Interest in evening courses/programs.

*Interest in PHCC expanding employee training offerings.

Social Agency Leaders
Group Interview Responses (selected and summarized)
N=

1. What significant differences has PHCC made in our community over the last 10 years?

   More kids are able to get an education because it is not as expensive at PHCC as at other colleges and universities.

2. What kinds of impacts has PHCC made on the community?

   PHCC needs to have more impact on social agencies.

   Some employers initiated in-house training for employees, which was very successful.

3. What is the image of PHCC in the community?

   Generally the college is perceived well and the people are glad to have PHCC in the community.
   The College is not sufficiently responsible to industry for specific training.
   While PHCC seems to have a very positive image in the community, there often seems to be a breakdown in communications between the college & community.
   College needs to help raise the cultural awareness in the community.

4. To what extent do you feel the community is aware of the courses, services and other resources offered by PHCC?

   The community is aware of PHCC (mostly classes scheduled and special events). Information about financial aid, public use of facilities and tuition waivers for senior citizens, for example, seems not well known to those who would benefit most.

5. In what ways might PHCC be more responsive to the educational needs of the community?

   Create a master plan for evening classes for part-time students—one that covers five years of anticipated evening class offerings.
   Use community resources more; i.e. ask key executives to recommend teachers.
   PHCC should offer political debates for the public.
   PHCC should have universities offer graduate courses at the college, both at bachelors and masters levels, so that local people won't have to travel so far to further their education.
   (fields for further study suggested: social work, business, marriage and family counseling)

6. What types of course and services should PHCC emphasize over the next 5 years?

   Offer workshops/seminar: family financial planning/budgeting.
   Social service workers could attend workshops more easily if they were offered inthe afternoons.
   Independent study courses should be offered.

PATRICK HENRY COMMUNITY COLLEGE

Social Agency Leaders GROUP INTERVIEWS

Date:

Time:

1. What significant differences has PHCC made in our community over the last 10 years?

2. What kind of impacts has PHCC made on these community groups:

   a. employers
   b. community/social service agencies
   c. local and state government agencies
   d. other educational institutions
   e. the community in general

3. In your view, what is the image of PHCC in the community

4. To what extent do you feel the community is aware of the courses, services and other resources (e.g College facilities) offered by PHCC?

5. In what ways might PHCC be more responsive to the educational needs of the community?

6. What types of courses and services should PHCC emphasize over the next five years?

SURVEY OF SOCIAL AGENCY LEADERS N=14 who returned the survey

PATRICK HENRY COMMUNITY COLLEGE
COMMUNITY NEEDS ASSESSMENT

In this short survey, we want to learn your opinion of the impact Patrick Hnery Community College is having on the community. We also want your suggestions for improving our services.

PLEASE BRING THIS SURVEY WITH YOU TO THE MEETING .

1) In general, how well is PHCC serving the community?

5 Very well 7 Pretty well 1 Only fair 0 Poorly 1 I'm not sure

2) Why do you give this rating?

3) Name two things you think PHCC is doing well:

1.

2.

4) Name two things you think PHCC is not doing well:

1.

2.

5) Are there educational needs in this area which you feel PHCC should be trying to meet but is not meeting now?

6 Yes 4 No

If yes, what are they?

6) According to its mission, Patrick Henry Community Colleges wants to offer educational programs and community services needed by the people of this area. The education and training provided by PHCC should help students obtain the knowledge and skills needed for educational and occupational advancement and for personal development. How well do you think PHCC is achieving this goal?

2 Very well 9 Pretty well 0 Only fair 0 Poorly 1 I'm not sure

THANK YOU FOR HELPING PHCC TO IMPROVE

Name _____

Organization/Agency _____

SURVEY OF SOCIAL AGENCY LEADERS

1) In general, how well is PHCC serving the community?

_____Very well

Improved curricula (recreational, vocational, avocational)
personnable personnel
greater interest in athletic programs
course offerings in high school
continuation school
emphasis on occupational-technical programs

I feel they have been responsive to local needs and have done more than required to meet these needs.

Because I remember when we longed for a college. I have rejoiced over its growth, continuing ed., etc.

Varied curriculum that serves all residents

Due to our affliation with PHCC, we feel they are sensitive to community needs and try to fill them.

_____Pretty well

Because PHCC offers a fine preparation for a 4-year school as well as vocational needs.

Because it reaches into the community. Information sent out re course offerings.

I do not know enough to give a perfect rating; all that I have heard is favorable and shows good utilization/availability.

Quite a variety of special interest courses.

Because of improvements Ive seen made and efforts to continue these

I have a favorable impression of Patrick Henry Community Services above those to students seem reasonable but not overly impressive or beneficial.

I believe over-all program is good.

_____Only fair

Need more business courses in the evening

_____Im not sure

I am not totally familiar w/ services provided.

Survey of social service agency leaders

3) Name two things you think PHCC is doing well:

PHCC has made the facilities of the college available to the people of Martinsville and Henry County.
Improved public relations; willingness to lend a "listening" ear.
Continual evaluation of the curricula.

Athletics (except need to offer more officiating classes and do more field work with their students)
Adult classes

Continuing education
Good spirit between students and community

Helping people get a good education at a reasonable cost
Offering an interesting variety of evening courses

Offers a wide range of programs
Flexibility of class schedules

Preparing one for a 4-year school
Meeting industrial and business needs

Trying to have classes that appeal to public interest; Strong continuing education program.
Resources available; children's programs good.

Addressing non- or quasi-academic topics needed locally.
Providing academic training (both traditional and remedial).

Very good business department.
Making every effort to serve the community desires.

Attempting to inform the community of all opportunities available through the college
Expanding programs & classes to meet many facets of the community's needs.

Its primary mission—to provide good educational opportunities in a quality setting and a very reasonable price.

Good variety

Good instructors

4) Name two things you think PHCC is not doing well:

Making knownto the community what services you do offer.

Offering business classes in the evening
Direct training for local industries (textile, woodworking)

Duplication of services offered by others
Not communicating with other agencies that offer similar services

I don't know

Can't think of anything—the library service and AV has improved so much I can only think of improvements.

Not very well organized as to classes and where held at beginning of quarters, also teachers.
Continuing education not too well informed (day classes begin not knowing for sure where they will be held)

Quality academic education—as there is most likely no demand for this locally either.
Either holding or assisting to communicate all fine arts events held locally (not necessarily sponsored by PHCC) A central registry or such.

Programs scheduled for day—time frame with working hours

Offering more graduate level courses in social work

Making it pubically known that senior citizens may attend class free of charge
Community awareness of facilities' availability for group functions

I have certain reservations about the quality of instruction.

Communicating with other county agencies on needs.
Opening up facilities at low cost to outside groups.

I am concerned that PHCC has no black instructors.

Survey of social service agency leaders

5) educational needs PHCC should be trying to meet but is not meeting now:

Graduate courses in social work, also counseling

Other health care fields, such as physical therapy, respiratory therapy, and occupational therapy.

Parent education; infant stimulation

Personal growth courses; history & appreciation of our tradition, values, culture. Four-year degree (if the need exists).

CPS review courses—so late getting started that not enough people to take classes. Would like to see offered in catalogue. (CPS Certified professional secretary) Would like to have CPS exam given here—only need 10 people to take to have it here. If class is needed for degree and not enough to offer class, offer independent study class in this subject.

Workshops for working with volunteers. Would recommend DAisy Strachan as teacher. Creative writing classes offered at night, and more foreign language courses

Offering businees classes in the evening.
Direct training for local industries (textile and woodworking)

PHCC COMMUNITY NEEDS ASSESSMENT
Survey of Educators (Principals and Counselors of feeder schools)

SUMMARY

*Educators surveyed rated PHCC high on achieving its mission and serving the community.

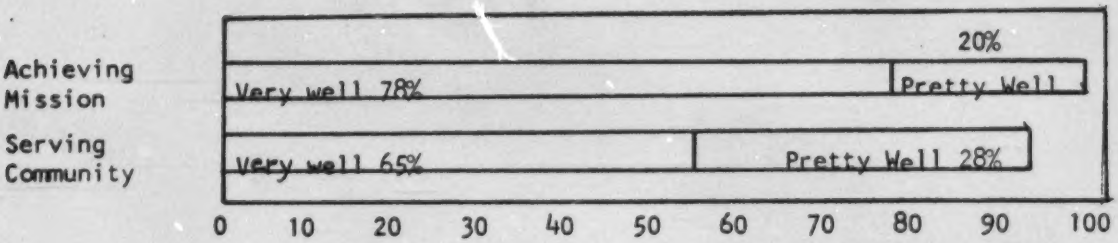


Figure 2

*The educators surveyed had generally positive attitudes toward community colleges as components of higher education.

*Those surveyed had a good knowledge of PHCC services and programs, with some exceptions, which included student employment/work study, cooperative education, job placmement service and the Associate of Applied Science Degree.

*The college transfer program at PHCC enjoys a good reputation among the educators surveyed.

*While 68% of the respondents rated the occupational/technical program "good" to "excellent," a number of them qualified their response to mean the quality, not the size of the program. It was seen as "small" and "not yet adequate."

*PHCC was given "good" to "excellent" marks for the more conventional outcomes of education at the College (i.e. information, motivation and preparation for the future). Respondents rated the College lower on the less standard outcome of "helping students to become involved in community acitivities."

*Educators who were critical of PHCC had worked with community colleges in other locations. By comparison, they felt that PHCC's curriculum was not so comprehensive; the College was not serving the needs of business and industry so well as it could and was not giving schools or the community any quantitative information upon which the educational outcomes could be evaluated; PHCC was not so innovative or progressive as some colleges elsewhere.

*PHCC can improve relationships with local educators by developing strategies for working with each feeder school. If resources are limited, it is recommended that plans for working with the schools be implemented in priority order: 1) George Washington 2) Laurel Park 3) Dewey Mason 4) Franklin County.

PHCC SURVEY OF COUNSELORS/PRINCIPALS

4) In general, how well is PHCC serving the community? [31]

65 Very well (1) 28 Pretty well (2) 3 Only fair (3) 0 Poorly (4) 5 I'm not sure (5)

5) What is your rating of the quality of the major types of programs at PHCC? [32] [33] [34] [35]

1) Excellent 2) Good 3) Fair 4) Poor 5) I don't know

% 1 & 2 combined

32 Occupational/technical 68
33 Adult continuing education 78
34 college/university transfer 88
35 non-credit, personal interest 75

6) How well is PHCC performing in the following areas? [36] [37] [38] [39] [40]

% 1 & 2 combined

1) Excellent 2) Good 3) Fair 4) Poor 5) I don't know

36 Giving students knowledge 93
37 Motivating students to learn 83
38 Helping students to become involved in community activities 48
39 Preparing students for jobs 83
40 Preparing students to transfer to colleges/universities 90

7) How would you rate each of the following? [41] [42] [43] [44] [45]

% 1 & 2 combined

1) Excellent 2) Good 3) Fair 4) Poor 5) I don't know

41 The academic reputation of PHCC 98
42 PHCC's intellectual environment 90
43 The leadership of the College administration 83
44 PHCC's relationship with the community 93
45 The effectiveness of student services 85

8) How have you learned about the educational programs and services offered by PHCC? [46] [47] [48] [49] [50] [51] [52] [53] [54] [55] [56]

46 100 College mailings
47 63 Newspapers
48 28 Friends & neighbors
49 60 Personal experience
50 88 PHCC students
51 48 Radio
52 83 PHCC staff
53 13 PHCC Board members
54 3 Telephone call to PHCC
55 95 College publications (catalog)
56 25 Other, pls. specify

About you:

9) Have you ever been a community college student? 25 Yes (1) 75 No (2) [57]

10) Please identify your age category: [58]

1 10 24-34
2 65 35-49
3 23 50-64
4 3 65 and over

11) What is your sex? [59]

48 male (1) 52 female (2) [58] [59]

11) What was the total income for your household for 1981? (one response, pls) [60]

1 0 $10,000-14,999
2 20 $15,000-19,999
3 8 $20,000-24,999
4 20 $25,000-29.999
5 48 $ 30,000 and over

[61]

12) Are you a 80 counselor (1) or 20 principal (2)? [61]

13) Your are employed at: [62]

1 10 Bassett HS
2 13 Dewey Mason HS
3 5 Frankilin Co HS
4 13 Geo. Washington HS
5 13 Laurel Park HS
6 8 Martinsville HS
7 13 Patrick C. HS
8 1 Hargrave Academy
9 23 Other

I About Higher Education:

1) What is the level of your agreement with the following statements about higher educ?

1)Strongly Agree 2)Agree 3)Disagree 4)Strongly disagree

	% 1 & 2 combined	
A community college has a different mission from a four-year college.	95	2
A community college is an important component in postsecondary education in America.	100	3
The general public sees little difference between courses at four-year colleges and similar courses at community colleges.	50	4
Education, as compared to training, is intended to help people be well-rounded individuals.	95	5
One major function of a community college is the education of technicians.	80	6
Academically talented high school seniors should enroll as freshmen at a four-year college, if at all possible.	50	7
After a short period of adjustment, community college students who transfer to four-year colleges are as academically successful as "native" students.	95	8
The faculty at a community college are as qualified as their counterparts at a four-year college.	78	9

I About Patrick Henry Community College:

2) Does your local community college offer the following services and programs?

	Yes 1	No 2	Don't Know 3	
10 Basic skills instruction	98	3		10
11 Recreational facilities for the community	65	10	25	11
12 Lecutre series	58	10	33	12
13 Technical/occupational courses	100			13
14 Musical acitivities	60	15	25	14
15 Academic counseling/advisement	100			15
16 Cultural activities for the community	88	5	8	16
17 Short courses, seminars, workshops & conferences	98		3	17
18 Student employment/work study	60	8	33	18
19 Financial aid	95	3	3	19
20 Film series	35	5	60	20
21 College/university transfer courses	100			21
22 Associate of Arts and Science degrees	95		5	22
23 Cooperative education	45	18	38	23
24 Job placement services	63	5	33	24
25 Organized sports for the community	30	38	33	25
26 Associate of Applied Science degree	60	5	35	26
27 Public transportation		93	8	27
28 Diploma and certificate programs	88	5	8	28
29 Non-credit courses for personal development.	100			29

3) According to its mission statement, Patrick Henry Community College wants to offer educational programs and community services needed by the people of this area. The education and training provided by PHCC should help students obtain the knowledge and skills needed for educational and occupational career advancement and for personal development.
How well do you think PHCC is achieving this goal?

78 Very well (1) 18 Pretty well (2) 3 Only fair (3) 0 Poorly (4) 1 Not sure (5) [30]

8) How have you learned about PHCC programs and services?

Principals

Our guidance department.
Former students who went there got a good education and those who transferred to a four-year college did well.
I hold PHCC in high esteem.

Counselors

My children have attended there.
My daughter attended there.
PHCC keeps us well informed. My grandson attends there.
PHCC is good to provide information. Very cooperative.
I'm a member of one of your advisory boards.

GENERAL COMMENTS

They keep us well informed.
I have a lot of respect for PHCC. Students give it good reports.
I can't praise PHCC enough. I encourage students to go there.
I think PHCC is great.
I really believe in PHCC.

Communications between LPHS and PHCC are not very good.
The informational seminars centered half the time on what they could do to help high school counselors.
I would like joint meetings between our counseling departments.
I had a very different experience--much better--with Tidewater CC.
I haven't seen any studies showing how students do after PHCC (but then my school does not do follow-up studies either.

PROGRAM SUGGESTIONS

Add business programs, especially data processing.
Fashion design and modeling.
Ballroom dancing.

*Students surveyed rated PHCC high on achieving its mission and said that they were satisfied with the instructional program at PHCC.

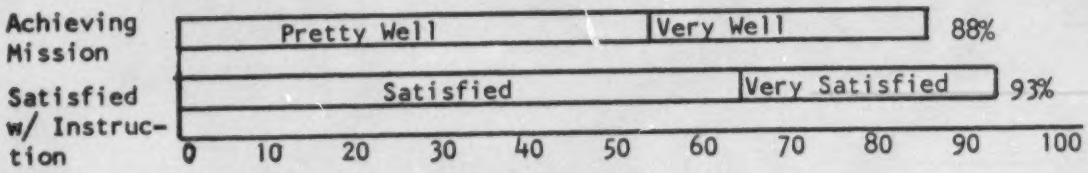


Figure 3

*Students generally rated favorably the results of their going to PHCC. Those outcomes receiving 60% or less when "excellent" and "good" were combined were the process outcomes that are less frequently addressed in postsecondary education, but are beginning to receive attention at community colleges in several states.

*In general OT students rated all outcomes of going to college higher than did transfer students.

*Transfer students have participated in PHCC activities and used PHCC services more than OT students.

*The reasons influencing students to attend PHCC are very similar to those cited by community college students nationwide:

PHCC offers courses I'm interested in taking.
PHCC has low costs.
I can live at home while attending.
Classes are offered at time convenient for me.

*Students surveyed saw their goals for education and PHCC's as identical for three of six goal options: 1) jobs 5) self-knowledge and personal satisfaction; 6) knowledge of and interest in community and world problems (number = rank).

*Transfer students did not see PHCC's goals for education as like their own on any of the six items, while OT students saw their goals and the College's alike in three of the six (the same three cited above).

*Students rated PHCC "good" to"excellent" on most measures of their experience at the College. Still, some responses were 20% or greater in the combined "fair" and "poor" ratings and some greater than 20% in the "don't know" response. PHCC staff may wish to review these closely since many are factors over which staff can have control (i.e., effectivenesss of student activities, effectiveness of student recruitment and student advising, availability of faculty for assistance, and PHCC's willingness to respond to student needs).

*There are noticeable differences between OT and Transfer students at PHCC. Transfer students have been at the college longer and are carrying heavier course loads. Both kinds of students are employed outside of class, with OT students tending to have heavier work loads. OT Students are slightly older and more are married than Transfer students, who have completed more education and tend to have higher household incomes than OT students.

*PHCC is providing access to higher education for students from all income brackets. This access may be especially crutial for the 43% of students surveyed whose household incomes in 1981 were less than $15,000.00.

Item 8—priority ranking of six commonly held goals for education, first by importance to the student, then by student opinion of their importance at PHCC.

Rank		Student		College	All Students
1	33.7	jobs	40.8	jobs	
2	48.7	subject mastery	45.0	general education	
3	50.2	general educ.	45.2	transfer	
4	51.2	transfer	58.0	subject mastery	
5	55.3	self-dev.	59.8	self-dev.	
6	72.2	community probl.	71.8	community probl.	

Mean differences

Gen. Educ.	50.2	45.0	-5.2
Jobs	33.7	40.8	7.1
Transfer	51.2	45.2	-6.0
Self-dev.	55.3	59.8	4.5
Comm. Prbl.	72.2	71.8	- .4
Subject	48.7	58.0	9.3

Table 3

PHCC COMMUNITY NEEDS ASSESSMENT
Student Survey

SUMMARY

Item 8 — priority ranking of six commonly held goals for education, first by importance to the student, then by student opinion of their importance at PHCC.

Rank		Student		College	OT Students
1	19.5	jobs	19.8	jobs	
2	22.3	subject mastry.	23.2	general education	
3	27.8	general educ.	24.7	transfer	
4	28.5	transfer	25.8	subject mastry.	
5	30.3	self-dev.	30.7	self-dev.	
6	39.8	community prbl.	33.7	community prbl.	Table 4

Mean differences			
Gen. Educ.	27.8	23.2	-4.6
Jobs	29.5	19.8	.3
Transfer	29.5	24.7	-3.8
Self-dev.	30.3	30.7	.4
Comm. Prbl.	39.8	33.7	-6.1
Subject	22.3	25.8	3.5

Rank		Student		College	Transfer STudents
1	18.2	jobs	15.7	general educ.	
2	22.3	general educ.	10.5	transfer	
3	22.7	transfer	21.0	jobs	
4	25.0	self-dev.	27.5	subject mastery	
5	26.3	subject mastry.	29.2	self-dev.	Table 5
6	32.3	community prbl.	35.2	community prbl.	

Mean differences			
Gen. Educ	22.3	15.7	-6.6
Jobs	18.2	21.0	2.8
Transfer	22.7	20.5	-2.2
Self-dev.	25.0	29.2	4.2
Comm. Prbl.	32.3	35.2	2.9
Subject	26.3	27.5	1.2

3) Going to college has different results for people. It will help us to know what effects you think PHCC is having in the following areas.

E-G=Excellent & Good; F-P=Fair & Poor
DN= Don't Know Numbers are percentages.

		E-G	F-P	DN
Helping you to learn	A	88	11	01
	T	87	12	02
	OT	88	10	01
Motivating you to learn	A	65	23	04
	T	69	28	02
	OT	78	18	04
Involving you in community activities	A	36	54	09
	T	25	71	05
	OT	46	41	12
Preparing you to continue your education	A	82	16	03
	T	82	15	03
	OT	81	16	03
Preparing you for a career	A	76	19	25
	T	63	31	07
	OT	86	10	04
Helping you to cope better in your daily life	A	60	35	06
	T	50	45	05
	OT	67	27	05
Helping you to get along better with people	A	68	26	06
	T	65	34	02
	OT	70	19	09
Involving you in recreation and leisure time activities	A	44	48	09
	T	34	64	02
	OT	51	35	13
Providing you opportunities for personal growth and development	A	70	26	04
	T	71	27	02
	OT	69	24	05
Helping you to meet people	A	73	22	06
	T	70	29	02
	OT	76	15	06
Involving you in cultural activities	A	45	42	12
	T	38	57	05
	OT	51	32	15

Table 6

A=All students
T= Transfer students
OT=Occup/Tech. students

9) Please reat EACH of the following items:
(numbers are percentages)

		E-G	F-P	DN
Faculty-student relations	A	84	11	04
	T	93	09	00
	OT	78	15	04
The academic reputation of PHCC outside the College	A	72	20	12
	T	83	14	03
	OT	64	18	13
Effectiveness of student government	A	41	32	25
	T	35	47	16
	OT	45	24	24
PHCC's learning environment	A	83	13	04
	T	83	18	00
	OT	82	10	04
Confidentiality of information discussed with faculty	A	63	16	15
	T	70	21	10
	OT	68	13	15
The college administration's leadership	A	71	17	12
	T	73	23	05
	OT	69	13	14
Effectiveness of the new student orientation program	A	64	20	16
	T	63	31	07
	OT	64	12	21
Effectiveness of academic advising	A	72	21	10
	T	63	32	03
	OT	73	13	10
Availability of faculty for assistance	A	69	25	05
	T	63	37	00
	OT	74	17	05
PHCC's willingness to respond to student needs	A	76	23	06
	T	74	26	00
	OT	70	29	06
Effectiveness of counseling services	A	69	20	11
	T	64	29	07
	OT	73	13	10
Effectiveness of the Student Activities program	A	54	29	18
	T	43	41	15
	OT	62	20	14
Effectiveness of PHCC student recruitment activities	A	51	27	22
	T	42	39	18
	OT	58	19	19

Table 7

E-G=Excellent & Good
F-P=Fair and Poor
DN=Don't Know

A=All students
T=Transfer students
OT-Occup/Tech. students

STUDENT SURVEY
All Students N=140

PATRICK HENRY COMMUNITY COLLEGE

COMMUNITY NEEDS ASSESSMENT 6 1

Patrick Henry Community College is conducting a comprehensive community needs assessment. The purpose of the project is to determine ways PHCC can improve its services to students and the community.

Please answer the following questions honestly and thoughtfully. Feel free to add any comments which you feel would help to clarify your opinions. Don't hestitate to make additional points not included in the survey.

Unless otherwise noted, all results are percentages, which have been rounded.

1) Patrick Henry Community College wants to offer educational programs and community services needed by the people of this area. The education and training provided by PHCC should help students obtain the knowledge and skills needed for educational and occupational career advancement and for personal development. How well do you think PHCC is achieving this goal?

34 Very well (1) 54 Pretty well (2) 6 Only fair (3) 1 Poorly (4) 4 Not sure (5) [ ] 2

2) In general, how satisfied are you with the instructional program at PHCC? [ ] 3

29 Very satisfied (1) 64 Satisfied (2) 4 Disappointed (3) 2 Very disappointed (4)

Why do you give it this rating?
See attachments

3) Going to college has different results for people. It will help us to know what effects you think PHCC is having in the following areas:
(Beside EACH area, mark the blank in the column that best describes your opinion)

	Excellent	Good	Fair	Poor	Don't Know		
	1 E	2 G	3 F	4 P	5 DK		
Helping you learn	30	58	10	1	1	[ ]	4
Motivating you to learn	24	51	19	4	4	[ ]	5
Involving you in community activities	11	25	39	15	9	[ ]	6
Preparing you to continue your education	29	53	13	3	3	[ ]	7
Preparing you for a career	31	45	16	3	5	[ ]	8
Helping you to cope better in your daily life	14	46	27	8	6	[ ]	9
Helping you to get along better with people	23	45	20	6	6	[ ]	10
Involving you in recreation and leisure time activities	13	31	34	14	9	[ ]	11
Providing you opportunities for personal growth & development	26	44	24	2	4	[ ]	12
Helping you to meet people	31	42	19	3	6	[ ]	13
Involving you in cultural activities	11	34	31	11	12	[ ]	14

4) What impact has attending PHCC had on your sense of your own worth? [ ] 15

25 Very positive (1) 62 Positive (2) 3 Negative (3) 1 Very negative (4) 9 No impact (5)

5) Is transportation to the college difficult for you? 13 Yes (1) 85 No (2) [ ] 16

6) Have you ever attended or made use of any of the following at PHCC:(Check all that apply) % responding "yes"

45 film series presentations [ ] 17
26 activities sponsored by student government [ ] 18
31 athletic facilities/activities [ ] 19
30 career counseling [ ] 20
7 job placement service [ ] 21
29 personal counseling [ ] 22
12 cooperative education program [ ] 23

All students

7) Listed below are some reasons that may have influenced your decision to attend PHCC. Please check (✓) up to five (5) reasons that apply to your decision.

24	12	A high school guidance counselor advised me
25	7	A teacher advised me
26	21	A friend advised me
27	24	PHCC's academic reputation attracted me
28	20	Someone who had been here before advised me
29	56	PHCC offers courses I'm interested in taking
30	60	PHCC has low costs
31	69	I can live at home while attending
32	6	An employer suggested attending
33	5	I received information from a PHCC staff member
34	51	I can work while I attend
35	5	The range of student services offered attracted me
36	12	A number of my friends attend
37	16	I received information in the mail about PHCC
38	3	I read about the college in the newspaper
39	2	I heard about PHCC on the radio
40	11	The PHCC catalog interested me
41	39	Classes are offered at times convenient for me
42	14	Other, please specify: _____

8) Listed below are some commonly held goals for education. Please rank them twice: in order of their importance to you (left column) and your opinion of their importance at PHCC (right column). One (1) equals highest; six (6) equals lowest. Use each number only once in each column.

SELF		PHCC	
43	3	Provide students with a broad, general education	44 2
45	1	Provide students with knowledge and skills directly applicable to a chosen occupation	46 1
47	4	Prepare students for further formal education	48 3
49	5	Provide students with self-knowledge and personal satisfaction	50 5
51	6	Provide students with knowledge of and interest in community and world problems	52 6
53	2	Provide students with an understanding and mastery of a special subject	54 4

9) Please rate EACH of the following items using the scale shown:

	Excellent	Good	Fair	Poor	Don't Know
Faculty-student relations	33	51	9	2	4
The academic reputation of PHCC outside the college	22	50	13	7	12
Effectiveness of student government	10	31	26	8	25
PHCC's learning environment	29	54	12	1	4
Confidentiality of information discussed with faculty	27	41	14	2	15
The college administration's leadership	23	48	14	3	12
Effectiveness of the new student orientation program	21	43	14	6	16
Effectiveness of academic advising	27	45	17	4	10
Availability of faculty for assistance	24	45	21	4	5
PHCC's willingness to respond to student needs	27	49	19	4	6
Effectiveness of counseling services	24	45	14	6	11
Effectiveness of the student activities program	15	39	21	8	18
Effectiveness of PHCC student recruitment activities	9	42	21	6	22

10) Please make any suggestions about the items in number 9, or any other areas, which you feel would help improve PHCC:

11) In your opinion, how might the developmental studies program (ENGL 01,06,07,08) (MATH 01,05,06,07) be improved? [68] [69]

12) In what year did you first enroll at PHCC? 19__ __

13) Please indicate the number of quarters you've attended, including this one: [70]

6 one (1) 7 two (2) 34 three (3) 10 four (4) 9 five (5) 11 six (6) 9 seven (7) 10 eight or more (8)

14) Currently, how many hours are you carrying? [71]

(1) 21 1-6 (3) 45 12-15
(2) 11 7-11 (4) 20 16 or more

15) What is your current program emphasis? (mark one) [72]

(1) 53 Technical-occupational
(2) 30 College transfer
(3) 5 Undecided
(4) 6 Personal interest
(5) 2 Other, please specify

16) Are you married? 32 Yes (1) 66 No (2) [73]

17) What is your sex? 40 male (1) 50 female (2) [74]

18) What is your age category? [75]

(1) 00 under 18 (3) 21 25-34 (5) 01 50-64
(2) 66 18-24 (4) 10 35-49 (6) 00 65 and over

19) Which of the following best describes your employment status? (mark one) [76]

31 Full-time employed
30 Part-time employed
5 Homemaker
2 Retired
26 Unemployed or laid off
4 On reduced work schedule

20) If employed, how many hours do you work per week? [77]

5 1-10 10 21-30 19 40 or more
16 11-20 11 31-40

21) What is the highest level of education you have completed? (mark one) [78]

5 some high school
61 high school diploma or GED
17 some college (other than PHCC)
14 two-year college
2 four-year college
0 more than a four-year degree

22) With which of these ethnic groups do you identify? (mark one) [79]

15 Black 81 White 1 Other

23) What was the total income for your household in 1981? (mark one) [80]

22 Less than $10,000
21 $10,000 to $14,999
15 $15,000 to $19,999
16 $20,000 to $24,999
11 $25,000 to $29,999
10 $30,000 and over

THANK YOU FOR YOUR HELP. YOUR RESPONSES, IDEAS AND SUGGESTIONS WILL HELP PHCC CONTINUE TO IMPROVE.

STUDENT SURVEY
OT Students. N=78

PATRICK HENRY COMMUNITY COLLEGE

COMMUNITY NEEDS ASSESSMENT [6] 1

Patrick Henry Community College is conducting a comprehensive community needs assessment. The purpose of the project is to determine ways PHCC can improve its services to students and the community.

Please answer the following questions honestly and thoughtfully. Feel free to add any comments which you feel would help to clarify your opinions. Don't hestitate to make additional points not included in the survey.

Unless otherwise noted, all resultes are percentages, which have been rounded.

1) Patrick Henry Community College wants to offer educational programs and community services needed by the people of this area. The education and training provided by PHCC should help students obtain the knowledge and skills needed for educational and occupational career advancement and for personal development. How well do you think PHCC is achieving this goal?

37 Very well (1) 49 Pretty well (2) 5 Only fair (3) 1 Poorly (4) 5 Not sure (5) [ ] 2

2) In general, how satisfied are you with the instructional program at PHCC? [ ] 3

30 Very satisfied (1) 60 Satisfied (2) 6 Disappointed (3) 3 Very disappointed (4)

Why do you give it this rating?

3) Going to college has different results for people. It will help us to know what effects you think PHCC is having in the following areas:
(Beside EACH area, mark the blank in the column that best describes your opinion)

	Excellent	Good	Fair	Poor	Don't Know	
	1 E	2 G	3 F	4 P	5 DK	
Helping you learn	28	60	10	0	1	[ ] 4
Motivating you to learn	27	51	15	3	4	[ ] 5
Involving you in community activities	13	33	28	13	12	[ ] 6
Preparing you to continue your education	26	55	15	1	3	[ ] 7
Preparing you for a career	31	55	10	0	4	[ ] 8
Helping you to cope better in your daily life	17	50	19	8	5	[ ] 9
Helping you to get along better with people	24	46	14	5	9	[ ] 10
Involving you in recreation and leisure time activities	15	36	23	12	13	[ ] 11
Providing you opportunities for personal growth & development	24	45	23	1	5	[ ] 12
Helping you to meet people	31	45	14	1	6	[ ] 13
Involving you in cultural activities	12	39	26	6	15	[ ] 14

4) What impact has attending PHCC had on your sense of your own worth? [ ] 15

22 Very positive 64 Positive 3 Negative 1 Very negative 4 No impact

5) Is transportation to the college difficult for you? 12 Yes 85 No [ ] 16

6) Have you ever attended or made use of any of the following at PHCC:(Check all that apply)

[ ] 17 28 film series presentations
[ ] 18 19 activities sponsored by student government
[ ] 19 21 athletic facilities/activities
[ ] 20 19 career counseling
[ ] 21 9 job placement service
[ ] 22 18 personal counseling
[ ] 23 12 cooperative education program

7) Listed below are some reasons that may have influenced your decision to attend PHCC. Please check (✓) up to five (5) reasons that apply to your decision.

24	9	A high school guidance counselor advised me
25	8	A teacher advised me
26	17	A friend advised me
27	19	PHCC's academic reputation attracted me
28	19	Someone who had been here before advised me
29	60	PHCC offers courses I'm interested in taking
30	49	PHCC has low costs
31	65	I can live at home while attending
32	8	An employer suggested attending
33	6	I received information from a PHCC staff member
34	47	I can work while I attend
35	3	The range of student services offered attracted me
36	10	A number of my friends attend
37	24	I received information in the mail about PHCC
38	3	I read about the college in the newspaper
39	3	I heard about PHCC on the radio
40	18	The PHCC catalog interested me
41	45	Classes are offered at times convenient for me
42	12	Other, please specify: _____

8) Listed below are some commonly held goals for education. Please rank them twice: in order of their importance to you (left column) and your opinion of their importance at PHCC (right column). One (1) equals highest; six (6) equals lowest. Use each number only once in each column.

SELF			PHCC
43	3	Provide students with a broad, general education	44 2
45	1	Provide students with knowledge and skills directly applicable to a chosen occupation	46 1
47	4	Prepare students for further formal education	48 3
49	5	Provide students with self-knowledge and personal satisfaction	50 5
51	6	Provide students with knowledge of and interest in community and world problems	52 6
53	2	Provide students with an understanding and mastery of a special subject	54 4

9) Please rate EACH of the following items using the scale shown:

	Excellent	Good	Fair	Poor	Don't Know
Faculty-student relations	31	47	12	3	4
The academic reputation of PHCC outside the college	19	45	14	4	13
Effectiveness of student government	12	33	23	1	24
PHCC's learning environment	26	54	10	0	4
Confidentiality of information discussed with faculty	22	46	13	0	15
The college administration's leadership	24	45	13	0	14
Effectiveness of the new student orientation program	17	47	8	4	21
Effectiveness of academic advising	23	50	9	4	10
Availability of faculty for assistance	23	51	13	4	5
PHCC's willingness to respond to student needs	23	47	15	4	6
Effectiveness of counseling services	24	49	12	1	10
Effectiveness of the student activities program	12	50	17	3	14
Effectiveness of PHCC student recruitment activities	9	49	15	4	19

10) Please make any suggestions about the items in number 9, or any other areas, which you feel would help improve PHCC:

11) In your opinion, how might the developmental studies program (ENGL 01,06,07,08) (MATH 01,05,06,07) be improved? 68 69

12) In what year did you first enroll at PHCC? 19__ __

13) Please indicate the number of quarters you've attended, including this one: 70

10 one (1) 8 two (2) 35 three (3) 14 four (4) 10 five (5) 8 six (6) 6 seven (7) 4 eight or more (8)

14) Currently, how many hours are you carrying? 71

(1) 32 1-6 (3) 40 12-15

(2) 10 7-11 (4) 13 16 or more

15) What is your current program emphasis? (mark one) 72

(1) 72 Technical-occupational
(2) 9 College transfer
(3) 1 Undecided
(4) 12 Personal interest
(5) 3 Other, please specify

16) Are you married? 39 Yes (1) 59 No (2) 73

17) What is your sex? 45 male (1) 42 female (2) 74

18) What is your age category? 75

(1) 0 under 18
(2) 59 18-24
(3) 23 25-34
(4) 13 35-49
(5) 3 50-64
(6) 0 65 and over

19) Which of the following best describes your employment status? (mark one) 76

42 Full-time employed
12 Part-time employed
4 Homemaker
3 Retired
33 Unemployed or laid off
4 On reduced work schedule

20) If employed, how many hours do you work per week? 77

6 1-10
5 11-20
5 21-30
9 31-40
27 40 or more

21) What is the highest level of education you have completed? (mark one) 78

9 some high school
64 high school diploma or GED
15 some college (other than PHCC)
8 two-year college
3 four-year college
0 more than a four-year degree

22) With which of these ethnic groups do you identify? (mark one) 79

17 Black 77 White 3 Other

23) What was the total income for your household in 1981? (mark one) 80

24 Less than $10,000
24 $10,000 to $14,999
13 $15,000 to $19,999
19 $20,000 to $24,999
9 $25,000 to $29,999
5 $30,000 and over

THANK YOU FOR YOUR HELP. YOUR RESPONSES, IDEAS AND SUGGESTIONS WILL HELP PHCC CONTINUE TO IMPROVE.

STUDENT SURVEY
Transfer Students. N=62

PATRICK HENRY COMMUNITY COLLEGE

COMMUNITY NEEDS ASSESSMENT [6] 1

Patrick Henry Community College is conducting a comprehensive community needs assessment. The purpose of the project is to determine ways PHCC can improve its services to students and the community.

Please answer the following questions honestly and thoughtfully. Feel free to add any comments which you feel would help to clarify your opinions. Don't hestitate to make additional points not included in the survey.

Unless otherwise noted, all results are percentages, which have been rounded.

1) Patrick Henry Community College wants to offer educational programs and community services needed by the people of this area. The education and training provided by PHCC should help students obtain the knowledge and skills needed for educational and occupational career advancement and for personal development. How well do you think PHCC is achieving this goal? [ ] 2

31 Very well (1) 60 Pretty well (2) 7 Only fair (3) 2 Poorly (4) 2 Not sure (5)

2) In general, how satisfied are you with the instructional program at PHCC? [ ] 3

27 Very satisfied (1) 70 Satisfied (2) 2 Disappointed (3) 2 Very disappointed (4)

Why do you give it this rating?

3) Going to college has different results for people. It will help us to know what effects you think PHCC is having in the following areas:
(Beside EACH area, mark the blank in the column that best describes your opinion)

	Excellent (1)	Good (2)	Fair (3)	Poor (4)	Don't Know (5)	
	E	G	F	P	DK	
Helping you learn	32	55	10	2	2	[ ] 4
Motivating you to learn	19	50	23	5	2	[ ] 5
Involving you in community activities	10	15	53	18	5	[ ] 6
Preparing you to continue your education	32	50	10	5	3	[ ] 7
Preparing you for a career	31	32	24	7	7	[ ] 8
Helping you to cope better in your daily life	10	40	37	8	5	[ ] 9
Helping you to get along better with people	21	44	27	7	2	[ ] 10
Involving you in recreation and leisure time activities	10	24	48	16	2	[ ] 11
Providing you opportunities for personal growth & development	29	42	24	3	2	[ ] 12
Helping you to meet people	31	39	24	5	2	[ ] 13
Involving you in cultural activities	11	27	39	18	5	[ ] 14

4) What impact has attending PHCC had on your sense of your own worth? [ ] 15

29 Very positive (1) 60 Positive (2) 3 Negative (3) 0 Very negative (4) 8 No impact (5)

5) Is transportation to the college difficult for you? 15 Yes (1) 85 No (2) [ ] 16

6) Have you ever attended or made use of any of the following at PHCC: (Check all that apply)

- [ ] 17 66 film series presentations
- [ ] 18 34 activities sponsored by student government
- [ ] 19 45 athletic facilities/activities
- [ ] 20 44 career counseling
- [ ] 21 5 job placement service
- [ ] 22 44 personal counseling
- [ ] 23 13 cooperative education program

64

Transfer Students. N=62

7) Listed below are some reasons that may have influenced your decision to attend PHCC. Please check (✓) up to five (5) reasons that apply to your decision.

24	16	A high school guidance counselor advised me
25	7	A teacher advised me
26	27	A friend advised me
27	31	PHCC's academic reputation attracted me
28	21	Someone who had been here before advised me
29	50	PHCC offers courses I'm interested in taking
30	74	PHCC has low costs
31	74	I can live at home while attending
32	3	An employer suggested attending
33	3	I received information from a PHCC staff member
34	55	I can work while I attend
35	8	The range of student services offered attracted me
36	15	A number of my friends attend
37	7	I received information in the mail about PHCC
38	3	I read about the college in the newspaper
39	2	I heard about PHCC on the radio
40	3	The PHCC catalog interested me
41	31	Classes are offered at times convenient for me
42	16	Other, please specify: _____

8) Listed below are some commonly held goals for education. Please rank them twice: in order of their importance to you (left column) and your opinion of their importance at PHCC (right column). One (1) equals highest; six (6) equals lowest. Use each number only once in each column.

SELF			PHCC	
43	2	Provide students with a broad, general education	44	1
45	1	Provide students with knowledge and skills directly applicable to a chosen occupation	46	3
47	3	Prepare students for further formal education	48	2
49	4	Provide students with self-knowledge and personal satisfaction	50	5
51	6	Provide students with knowledge of and interest in community and world problems	52	6
53	5	Provide students with an understanding and mastery of a special subject	54	4

9) Please rate EACH of the following items using the scale shown:

	Excellent	Good	Fair	Poor	Don't Know	
Faculty-student relations	36	57	7	2	0	55
The academic reputation of PHCC outside the college	26	57	11	3	3	56
Effectiveness of student government	8	27	31	16	16	57
PHCC's learning environment	30	53	15	3	0	58
Confidentiality of information discussed with faculty	34	36	16	5	10	59
The college administration's leadership	21	52	16	7	5	60
Effectiveness of the new student orientation program	27	36	23	8	7	61
Effectiveness of academic advising	24	39	27	5	3	62
Availability of faculty for assistance	26	37	32	5	0	63
PHCC's willingness to respond to student needs	24	50	23	3	0	64
Effectiveness of counseling services	24	40	18	11	7	65
Effectiveness of the student activities program	19	24	26	15	15	66
Effectiveness of PHCC student recruitment activities	8	34	29	10	18	67

10) Please make any suggestions about the items in number 9, or any other areas, which you feel would help improve PHCC:

11) In your opinion, how might the developmental studies program (ENGL 01,06,07,08) (MATH 01,05,06,07) be improved? [68] [69]

12) In what year did you first enroll at PHCC? 19__ __

13) Please indicate the number of quarters you've attended, including this one: [70]

0 one (1) 7 two (2) 32 three (3) 5 four (4) 8 five (5) 16 six (6) 13 seven (7) 18 eight or more (8)

14) Currently, how many hours are you carrying? [71]

1 7 1-6 3 52 12-15
2 13 7-11 4 29 16 or more

15) What is your current program emphasis? (mark one) [72]

1 29 Technical-occupational
2 57 College transfer
3 10 Undecided
4 0 Personal interest
5 1 Other, please specify

16) Are you married? (75) 24 Yes (1) 76 No (2) [73]

17) What is your sex? (74) 34 male (1) 60 female (2) [74]

18) What is your age category? [75]

1 0 under 18
2 74 18-24
3 18 25-34
4 7 35-49
5 0 50-64
6 0 65 and over

19) Which of the following best describes your employment status? (mark one) [76]

16 Full-time employed
53 Part-time employed
7 Homemaker
2 Retired
16 Unemployed or laid off
5 On reduced work schedule

20) If employed, how many hours do you work per week? [77]

3 1-10
31 11-20
16 21-30
15 31-40
10 40 or more

21) What is the highest level of education you have completed? (mark one) [78]

0 some high school
57 high school diploma or GED
19 some college (other than PHCC)
21 two-year college
2 four-year college
0 more than a four-year degree

22) With which of these ethnic groups do you identify? (mark one) [79]

13 Black 86 White 0 Other

23) What was the total income for your household in 1981? (mark one) [80]

19 Less than $10,000
16 $10,000 to $14,999
18 $15,000 to $19,999
11 $20,000 to $24,999
15 $25,000 to $29,999
16 $30,000 and over

THANK YOU FOR YOUR HELP. YOUR RESPONSES, IDEAS AND SUGGESTIONS WILL HELP PHCC CONTINUE TO IMPROVE.

PATRICK HENRY COMMUNITY COLLEGE

STUDENT SURVEY

QUESTION 2: In general, how satisfied are you with the instructional program at PHCC? Why do you give it this rating?

Very satisfied

Experience.

PHCC has been very helpful in helping me to take the choises I need.

I have been coming over here for a year and my knowledge has increased tremendously.

I have learned a lot from my classes while I have been attending PHCC.

Most everything is well organized

The instructors use the "hands on" method of teaching as opposed to all text usage.

Because all my educational needs have been met.

I'm satisfied with the course I'm in.

I am achieving my established goals within the time framework that I desire.

I think the teachers are very thorough and I am learning a lot. I enjoy coming to PHCC.

So far it seems to be helping me.

Because I feel that they are doing a very good job.

Because for me the college is special. The class I want to take and need are offered here and the instructors are great.

Because the instructors are very helpful and are willing to help you in every way possible.

Being a new student, I have been very impressed with the program & staff.

Because all the teachers I have talked to and had as an instructor are very well equipped to teach the classes they are teaching.

The instructors are very suggestive and listen to our needs.

Because I have really learned a lot.

The instructors are very knowledgeable and are adept at passing this knowledge to the students.

Because I've learned well.

100% of excellences.

Excellent instructors, good course content.

Most instructors are very thorough w/the material and they are very demanding.

Most teachers are willing to "help" students learn, rather than just stand and lecture.

The college offers a wide range of classes and they are well instructed.

The instructors provide an overall thorough knowledge of subjects they teach.

The school is small enough for individual help & learning & the instructors are great.

Compared to my high school instructors, I would say I'm very satisfied.

Because I have access to education that I normally wouldn't have had as a married mother.

I am very satisfied with the class instruction, as well as the individual instruction the instructor volunteers.

Satisfied

PHCC offers what I want to take at this time.

I have not been to any other college, therefore, have nothing to compare with.

I only give the satisfied reply because I have found that night courses taught at P.H.C.C. are not as well taught. I give a very satisfied response to day classes that are taught by full time P.H.C.C. instructors.

I am satisfied with my curriculum.

You work at a pace that approve the need of you.

I'm learning what is needed for me to better myself.

I feel the program I'm in is good and I'm doing well and happy with most of my classes.

The instructional program is satisfied, there are some cases that it is not the best.

Very good teachers.

Some things not offered at the right time for my schedule.

Because it is pretty good.

I believe that it could be better with a little effort.

It could be more curriculum courses.

Knowledge is limited, having had contact with few instructors.

Evening courses seem to depend on part-time instructors which aren't always satisfactory.

There are time that instructor's programs need to be made clearer.

They are trying hard to assist me in my needs and studies.

Because I believe it gives the instructors most needed.

Many of the self-paced classes do not help me like the regular one does.

Teacher don't explain to good.

Sometimes the teachers don't help you like they're suppose to.

So far instruction is meeting my needs.

7

Because I am achieving what I came to do; to learn all I can.

I think the instructors listen to our difficulties very well.

NO 2 yr. Engineering Training.

The instructors are very helpful.

Courses seem to meet the needs of the community.

No impact.

Because I'm simply satisfied.

It could be improved on.

Some classes have their faults, but others are very well instructed.

Because it fits into my schedule very well.

Some educators are better than others.

It is good.

It has met my objective for the program of interest in which I'm enrolled.

It has fulfilled my needs as a college student and it did fulfill my needs as a high school student.

Like the teachers I've had but the competition with other students is not too tough.

The program has met my needs thus far.

The instructors are very educated.

PHCC is offering great opportunity for people to transfer to four year college and continued their career.

This school does well, but it doesn't excell and doesn't want to.

I can get what I need to transfer if I make sure I sign up for the right classes.

I have yet to acess my ability in the business world.

It is "Just O.K."

Because the instructions I have received while attending PHCC has satisfied my expectations

I feel most of my instructors are very knowledge on their subject, but there are one or two who can't get the message across to the students very well.

Instructors are knowledgeable. They can teach the courses well.

Teachers are qualified. Most show a genuine interest in teaching and helping student in whatever area needed.

Some instructors are not as prepared for presentations of material as they should be.

The instructors are willing to help out the students in any way they can.

I think it may be difficult for people who have just graduated high school.

Well, there are some teachers or teacher I can't understand.

Because I myself have learned a great deal from the professors.

Disappointed

Quality of teaching.

Too many people in a class.

I don't.

It has been very beneficial to me.

Attitude of some professors could be better.

Very disappointed

No music program.

Not a systematic process that lends itself to learning.

QUESTION 7: Listed below are some reasons that may have influenced your decision to attend PHCC. Please check up to five reasons that apply to your decision. Other, please list . . .

Nearest to my home.

Basketball team.

VA Rehabilitation.

Approved training by veterans.

Family member advised me.

I could play basketball for the team.

The program I wanted was offered.

Received scholarship for PHCC.

So I can transfer.

Can get training & educ. I need in two years - for job I desire.

To get background in difficult areas.

High school grades low.

It was my last chance.

Flunked out of college.

I can get transferable classes with more individualized attention.

Parents suggested.

Wanted to start college with a good average so that I could transfer more easily.

Close to where I live.

Basketball team.

Need to improve.

QUESTION 10: Please make any suggestions about the items in number 9, or any other areas, which you feel would help improve PHCC:

Better Athletic Program.

The student doesn't let us know anything (who are they anyway).

I've had a very difficult time in "catching up" with my counselor to sign my registration forms, etc., and find this frustrating.

I think they should have an honor list or deans list for night students.

More vocational programs.

If I want to get involved in some student activity, it's already too late, because I don't know about it. The posters you put up, do not get put up early enough.

PHCC needs to improve their communications system between departments.

More career-oriented courses (other than business and nursing).

I've had a very difficult time in "catching up" with my counselor to sign my registration forms etc., and find this frustrating.

The col[illegible]e tends to have a certain name that "anyone can go to PHCC" I'm going elsewhere-I think this needs changing.

The learning environment should become more available to capable high school students. Many high school students do not know that they can attend PHCC now.

Registration always seems confusing.

Try to only have P.H.C.C. full-time instructors teach all classes. When people from different industries come in their priorities are not the same as those of full-time P.H.C.C. instructors.

A Veterns Advisor who knows what the hell they are doing!

None.

Open a second-hand bookstore because book prices are outragiously high.

Have a better 2-year plan of when courses will be offered so you could make an intelligent decision of when to schedule your courses. Make professors accountable for subject taught.

That the advisor or counselor be available at more times.

Find more jobs for unemployed persons like me.

Student control of more activities.

I think faculty-student relations could be improved both in and out of the classroom.

Need better career guidance Information.

Don't know much about administration, orientation, or student activities - maybe discuss them in classes now & then.

More student government and student activities more appealing to all students.

Counting the majority of students who attend.

PHCC, you're doing everything I can think of.

Increase scholastic difficulty.

Confidentially of Records.

Get teachers & students more motivated & involved.

The overall quality of PHCC is excellent, however, a more varied number of courses are needed. Some of the courses offered in the catalog are not offered and are needed by the student body - for electives, personnel enrichment, etc.

Being a night student, I'm not fully aware of all of these activities. Perhaps more should be opened for the night students.

The student doesn't let us know anything (who are they anyway!!?

Better Athletic Program.

More tutoring teachers.

The school needs more social events for the students to get to know each other. This is college let's Party.

QUESTION 11: In your opinion, how might the developmental studies program (ENGL 01, 06, 07, 08) (MATH 01, 05, 06, 07) be improved?

I believe that both of these areas are excellent.

I think the teacher should teach some during the class instead of letting the student always work at his or her own pace.

Thorough.

No knowledge of courses.

I do not know because I have not had them.

More direct instructor, student involvement.

I think they need assistant instructors to check the work and do the other paperwork, so the other instructors can be free to work with the student.

Have a formal lecture class, not LRC.

Having more instruction.

No need for improve, all are excellent.

I haven't taken part, so I can't say.

I believe that both of these areas are excellent.

Have someone be there in the class to help the students.

More individualized help, esp. older students.

I feel these programs are very effective.

Get Mrs. Prilaman to be more considerate of people from other counties rather than petting Martinsville students.

I feel that they hold their purpose well and need no improvement.

Don't need to be.

None.

More than one instructor.

In English - I think some of the instructors need to relate to more of the subject insist of getting off of the subject so much.

By not moving to new things so quickly.

In Math the teachers need to work more with individuals.

Don't know.

Offer more developmental classes that will go further in debt.

More people to help you.

Less work.

By putting them into a class.

I think its fine now.

So far since I've been here I can't think of any improvement.

Advertise to Public.

Add more trigonometry to the math.

Don't take them.

English is fine.

Don't take.

Never have taken a developmental cause, however, some friends have, and I believe a stricter attendence policy would help.

O.K

I don't know.

Make them more rigid.

Make more interesting.

Since I have never taken any of the developmental courses, I do not feel I do not feel I can offer any opinion.

I don't know, I've had no need to study these subjects.

It is very difficult to "teach yourself" in these areas need a more traditional classroom setting, rather than all self paced. For some older students, actually earning it, not just acting as a review for them.

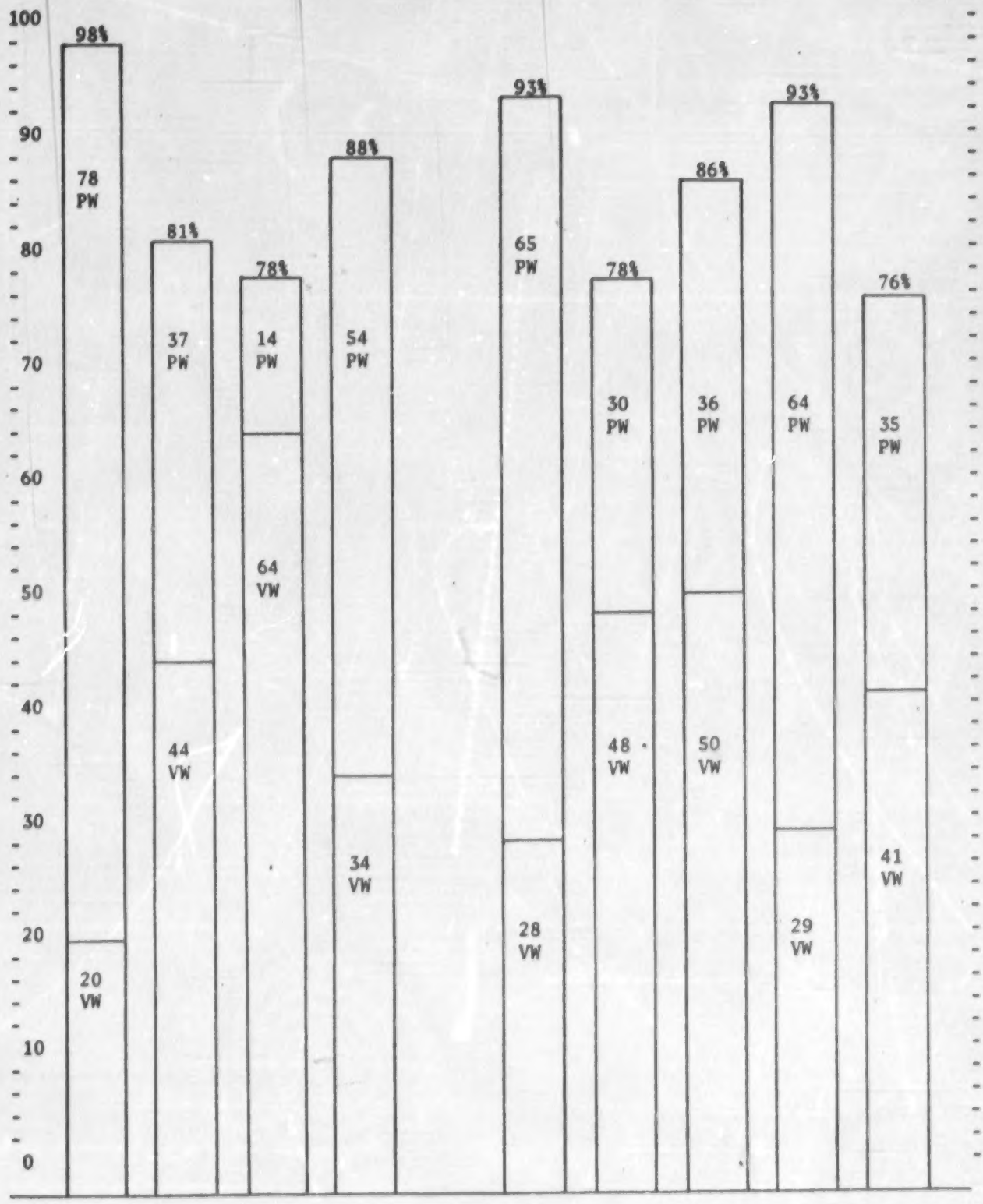
By more assistance from the assigned instructor.

Have not taken any.

Don't know.

Help students individually, even outside class.

Appendix A
Figure 4



1 = Educators
2 = Employers
3 = Soc Serv Agency Leaders
4 = Students
5 = Citizens

PW = Pretty Well
VW - Very Well

PHCC Performance

	CITIZENS	EDUCATORS	STUDENTS
Giving Students Knowledge	66	93	88
Motivating Students to Learn	57	83	75
Help Students Become Involved in Community Activities	51	48	36
Preparing Students for Jobs	66	83	76
Preparing Students to Transfer	61	90	82
Helping Students Cope with Daily Lives	57	NA	60

TABLE 8: Percent "Excellent" and "Good" Responses

Did you know that PHCC offers...	CITIZENS	EDUCATORS	EMPLOYERS
Occupational-Vocational Programs	74	100	92
Transfer Programs	64	100	93
Courses Off-Campus	46	NA	60
Variety of Evening Programs	86	NA	97
Basic Skills Instruction	72	98	86
Cooperative Education	45	45	70
Job Placement Services	35	63	NA

TABLE 9: Percent "Yes" Responses

Sources of Information About PHCC

	CITIZENS	EDUCATORS	EMPLOYERS	STUDENTS
College Mailings	74	100	78	16
Newspapers	59	63	52	03
Friends and Neighbors	64	28	41	12
Personal Experience	27	60	29	NA
PHCC Students	62	88	34	20
Radio	28	48	NA	02
PHCC Staff	14	83	30	05
High School Counselor/Teacher	12	NA	NA	12
PHCC Board Member	05	13	07	NA
Phone Call to PHCC	10	03	09	NA
College Catalog	35	95	35	11
Other	05	25	13	14

TABLE 10: Percent Who Used

Subjects were selected from the service area of Patrick Henry Community College, which includes Patrick County, Henry County, Martinsville and portions of Franklin County, Virginia.

Location	Population	% Female	% Non-white	Economic Base
Patrick County	17,585	50.1	08	Agriculture
Henry County	57,654	51.2	22	Manufacturing
Martinsville	18,149	53.0	29	Manufacturing
Franklin County	6,612	50.0	14	Agric. & Manuf.

The median family income was below the Virginia state average throughout the PHCC service area, with Patrick County being farthest from the average and Martinsville the closest to it.

The instruments were designed to guage awareness, attitudes, knowledge and opinions as shown below:

AREAS FOR QUESTIONS

Soc. Agency Leaders	Employers	Citizens	Educators	Students
10-yr. contribution to community				
Image in community	Image	Image	Image	Image
Awareness of services	Awareness	Awareness	Awareness	Awareness
Increase responsiveness to educational needs				
Services to emphasize over next 3 years	Services to emphasize		Services to emphasize	Services to emphasize
Achievement of mission goal(s)	Achievement of mission	Achievement of mission	Achievement of mission	Achievement of mission
	Enrollment during 3-yr.	Enrollment during 5 yr.		
Satisfaction with PHCC services	Satisfaction with training	Satisfaction with educ. expr. at PHCC	Satisfaction with serv.	Satisfaction with educ.
	Outcomes of educ. at PHCC	Outcomes of educ. expr. at PHCC		
Sources of info about PHCC	Sources of info	Sources of PHCC info	Sources of PHCC info	Sources of info
		Demographics	Demographics	Demographics
Organizational info	Organizational info			
View of outreach	View of outreach	View of outreach		
Expansion areas, outreach	Expansion areas, outreach	Expansion areas of outreach		
Quality of program	Quality of program	Quality of program	Quality of program	Quality of program
		Quality of intents		Quality of intents
		Community Serv. Offr.		
Awareness of basic skills	Basic skills instr.	Basic skills instr.		
		Course preferences		
	Assess services to employers	Barriers to participation esp. child care	Impact on you as educ.	
	Program needs (spec.)			

Items were developed for each instrument by the Principal Investigator, who shared draft instruments with PHCC administrators for review and modification prior to their being pilot tested. Instruments were pilot tested on members of the sub-groups for which they were designed. Changes and modifications were made as required before the surveys were conducted.

The design of the comprehensive community impact study/needs assessment involved dividing the population into five sub-groups, which are indicated above. Sampling each of the sub-populations was done in the following manner.

CITIZENS. A sample size of 300 was determined, assuming a 90% confidence limit that the sample would be representative of the service area population. To ensure that respondents were chosen from the population in proportion to their numbers in the areas served, the following calculations were used:

Location	Population	% of Total	No. of 300	Adjustments
Patrick County	6,612	6.5	19.5	19
Henry County	17,585	17.6	52.8	53
Martinsville	57,654	57.7	173.1	173
Franklin County	18,149	18.2	54.6	55
	100,000	100.0	300.0	300

Lists of current telephone listed numbers for the service region were obtained from Central Telephone Company of Virginia. Further calculations were done to determine how to distribute the random selections through the alphabet in correct proportions for each of the telephone lists used.

The telephone numbers and alternate numbers were drawn at random from the lists, using a table of random numbers.

Lists of telephone numbers and names were prepared for each of the trained telephone interviewers, who were paid for each interview fully completed. An interviewer who did not complete the required number of calls within an alpha designation was given a list of alternate numbers, which were used until the required number was completed. Interviewing began Sunday afternoon, March 7, at 4:00 p.m. and continued from 5:00-9:00 p.m. each evening through March 11, 1982.

PHCC furnished the Principal Investigator a list of 80 EMPLOYERS, who were sent a letter from the College President, along with a copy of the questionnaire. The letter explained that an interviewer would phone at a designated time and would request the information from the questionnaire. A total of 71 surveys were completed for a response rate of 88.8%.

Approximately 40 SOCIAL SERVICE AGENCY LEADERS were selected by PHCC to be invited to campus to participate in group interviews. They were sent a short questionnaire with their invitation from the College President and asked to bring it, completed, to the meeting. Fourteen social service agency leaders participated in group

discussions and six others sent letters, but did not include completed survey forms, for a response rate of 50%.

PHCC furnished the Principal Investigator a list of 50 EDUCATORS (principals and counselors) in feeder schools. Telephone interviews were completed with forty of the educators, for a response rate of 80%.

The College selected 11 classes for the administration of the STUDENT survey. Selection was based on the curriculum classification of the course and time of day in an attempt to make the sample as representative as it could be without random selection of students. A total of 298 students completed questionnaires.

Data manipulations

Computer manipulations were done on data from each of the sub-groups, except the Social Service Agency Leaders. The Statistical Package for the Social Sciences was used, through the VCCS computer network. Frequencies were tabulated for each item on each of the four surveys. Frequencies were also run for the four location sub-groups of Citizens and for occupational-technical and transfer students.

Crosstabs were done on selected questions for each of the four groups. The Kendall Correlation Coefficient and two-tailed T-tests were performed on selected items from the Student survey.

"No responses" were excluded from the calculations throughout.

Manual tabulations were done on employment indicators provided by the Employers and on all information provided by the Social Service Agency Leaders. Cross-group comparisons were developed manually.

Threats to the validity of the data and other limitations of the study

As with any telephone survey, people who did not have telephones and those with unlisted numbers were excluded from the pool of potential participants.

A disproportionately large number of people in Patrick County were telephoned, perhaps by the interviewer calling both selected participants and alternates. To reduce the Patrick County sample, the telephone numbers recorded on each completed survey instrument were matched against the original lists and "extras" were eliminated before the data were keypunched.

Adjustments made while telephoning the Citizens disturbed the geographical balance attempted when selecting numbers for interviewers to phone.

The Citizen interviews were lengthy.

Within an already depressed economy in the community, a major employer laid off a large number of employees, including 20 administrators, the Friday before the interviews began on Sunday. This may have affected the attitudes and intentions of some respondents.

The response rate from Social Service Agency Leaders was low, thus may not have been representative of that sub-group of the population.

There were no health-related employers surveyed for the Employers survey.

The Citizen, Employer and Educator surveys were threatened by interviewer bias; the Student survey, by the variety of ways it was introduced to the classes by instructors.

The use of a double scale on one question confused some student respondents.

Some employers had misplaced the questionnaire sent them so their responses were spontaneous; they may have been less precise than those from employers who completed the survey and read the information to the interviewers.

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